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Advertising Age

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With Y&R win, Dentsu leader may stay on

By DENNIS CHASE

Trivial pursuit: Name the biggest advertising agency in the world.

If you answered Dentsu, you would have been right for any of the past 10 years. But no longer.

Young & Rubicam supplanted Dentsu as the biggest agency in the world last year by gross income, according to Advertising Age's latest tabulations of international agency income and billings *(see story on Page 58)*. Dentsu had held the No. 1 ranking since 1973.

Y&R's gross income, measured in U.S. dollars, hit $480.1 million last year, compared with Dentsu's $468.4 million.

The announcement is having an impact in Tokyo, where Hideharu Tamaru, president of Dentsu since 1977, is believed to be considering retirement this year.

Following Dentsu's drop from the top spot, all bets are off on whether the 70-year-old Mr. Tamaru will retire this year.

"Nobody knows what he will do," said one agency source. "He doesn't have to retire if he doesn't want to. No one can force him."

One reason for the uncertainty is Japanese concern about losing face. Before publication of the agency rankings, Dentsu officials expressed concern about Y&R overtaking Dentsu, and whether this would upset retirement plans organized by Mr. Tamaru's colleagues.

"If Dentsu stayed No. 1, then it was pretty certain he would retire because he couldn't take the agency any higher," said the source. "Now it's not a given."

Rumors about Mr. Tamaru's retirement during the last three years were rekindled by reports in local business publications this year that he would step down, partly because he turned 71 on April 20.

Although there is no mandatory retirement age at Dentsu for senior executives, 70 is considered a benchmark.

Also, Mr. Tamaru's birthday falls around the time of Dentsu's general stockholders meeting in May, the most likely time for a retire-

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New taste buds as Coke hits 100

By NANCY GIGES

Coca-Cola Co., Atlanta, this week will announce that it is changing the formula for flagship-brand Coke to produce a taste that purportedly is far superior to the original.

The U.S.' leading soft drink will enter its second century in May, 1986, with an even better taste than ever before and in packaging tied especially to its 100th birthday.

The reformulation move is considered so major that the head of one West Coast bottler was considering postponing his weekend wedding to attend meetings in Atlanta.

Coca-Cola has invited financial analysts and the media to presentations on April 23 at New York's Lincoln Center, where this announcement, as well as others relating to new advertising and the Coke brand's 100th birthday, will be made.

Invitations to analysts say major "soft-drink marketing developments" will be discussed.

Bottlers, who will all meet in Atlanta this evening, have also been told to cancel all advertising possible

(Continued on Page 130)

Turner takeover plan: Skeptics abound

CBS oils weapons

By CRAIG REISS

New York—CBS Inc., which for the past month has been counterpunching stock speculators and conservative groups with the stunning force of a corporate Marvelous Marvin Hagler, has prepared a double-barreled legal and regulatory response to Ted Turner's hostile takeover bid.

CBS' countermoves to Mr. Turner's $5.4 billion bid for the media giant were expected to come to light as early as today. Sources said CBS would challenge the way Mr. Turner intends to finance his takeover bid, much as CBS challenged the manner in which arbitrageur Ivan Boesky funded his purchase of an 8.7% interest in CBS last month.

Amid the speculation on Wall Street as to whether Mr. Turner could pull off his bold bid for CBS, most observers overlooked the possible downside for the Atlanta cable mogul. If CBS is able to tie up Mr. Turner in a lengthy and costly regulatory and legal morass, can Mr. Turner afford the interest payments on his "junk" bonds and the legal fees in the anticipated CBS countersuits?

Mr. Turner, who has the image of a modern-day riverboat gambler, may be involved in his biggest winner-take-all poker hand to date. If CBS continues to counterpunch effectively, Mr. Turner could jeopardize the financial strength of his existing base, Turner Broadcasting System.

James Gammon, exec vp, Gammon & Ninowski, the Washington-based broadcast brokerage company, in an earlier interview called Mr. Turner "a good operator." But he noted that any takeover attempt would have to be well timed because the interest on financing, in this case, on the zero-coupon bonds, could "eat you alive."

Last week, Mr. Gammon said, "I think [Mr. Turner's bid] is preposterous. An entity that nets $10 million offering securities of his own for CBS is preposterous. . .It reminds me of the deals I used to try

(Continued on Page 130)

Last Minute News

Four agencies to pitch Lowenbrau

Milwaukee—Miller Brewing Co. will hear creative presentations for its $20 million Lowenbrau assignment (AA, April 15) from incumbent Backer & Spielvogel, Chiat/Day, Saatchi & Saatchi Compton and J. Walter Thompson USA, all New York. All but Saatchi currently have other Miller assignments. Separately, Miller has expanded test markets for its Plank Road premium brand (AA, Oct. 25) to include Lexington, Ky.; Raleigh and eastern North Carolina, and San Francisco and northern California. Chiat handles.

Ketchum on line for Honda's new Acura

Gardena, Cal.—American Honda Motor Co. has named Ketchum Advertising to handle the $10 million-plus account for its new Acura line, ending a yearlong search. As a condition of its appointment, Ketchum will establish a Los Angeles office staffed by Craig Mathiesen, currently senior vp-creative director at the agency's San Francisco branch.

Benton & Bowles makes account Gaines

White Plains, N.Y.—Anderson, Clayton & Co.'s Gaines Foods subsidiary has assigned its $2 million Top Choice and Gaines-Burgers soft-moist dog food account to Benton & Bowles, New York, from Young & Rubicam in a consolidation. B&B already handles Gravy Train and Cycle.

Campbell-Mithun picks up Interstate Brands

Kansas City, Mo.—Interstate Brands, the nation's third-largest wholesale baker, has moved its $7 million-to-$10 million account to Campbell-Mithun, Minneapolis. Earle Palmer Brown Cos., Bethesda, Md., pre-

(Continued on Page 8)

C-P puts teeth into rollout

By NANCY GIGES

New York—The toothpaste market is bracing for another donnybrook as Colgate-Palmolive prepares a $40 million national introduction for Dentagard, and Lever Bros. seeks a fresh creative edge for Aim from a new agency.

Although Lever said the shift of Aim to SSC&B from Ogilvy & Mather is due to a consolidation *(see related story on Page 128)*, the brand has failed to stand up under heavy pressure from rivals Colgate-Palmolive and Procter & Gamble. Its share has fallen to 7%, about half its onetime high.

Some view O&M, which intro-

(Continued on Page 128)

Moonlighting aids Eastern's rebound

By BRIAN MORAN

Eastern Air Lines is banking on expansion of its cut-rate, late-night flight service and a leap into London to stay on course after a strong first quarter.

Moonlight Special, the carrier's first attempt to tap into the booming "no-frills" passenger market, has averaged a 90% load factor since its April 1 start, Miami-based Eastern reports. The cross-country service uses planes that double as cargo carriers.

An introductory tv and newspaper campaign for Moonlight, themed "The miracle of flight," has completed its run.

A follow-up print effort is being developed by the carrier's agency, Campbell-Ewald, Warren, Mich., but the airline is in no rush to start it.

"When you're running with such a high load, more advertising right now could lead to a seating problem," said Basil Walsh, Eastern advertising manager. Eastern's total load factor in March was 66.2%.

Eastern, which currently offers Moonlight flights between 10 U.S. cities through its Houston hub, plans to expand the service to its Chicago hub this summer. Because operating costs are covered by a freight-hauling agreement with Palo Alto, Cal.-based CF Airfreight, Eastern so far is turning a handsome profit with the service. The cross-country fare is $98, at least 20% lower than competitors' fares.

Some airline industry analysts initially felt Moonlight was a desperation move of an airline on the skids because of severe labor problems and competition. But off its first two weeks of service, Moonlight is getting high marks.

"It's really been very innovative," said Robert Joedicke, an analyst with Shearson Lehman Brothers, New York. "It's helped them use their fleet of underused wide-body planes more efficiently, and they're getting greater productivity out of their crews."

The new service uses seven of Eastern's wide-body, A-300 Airbus planes. Passengers—who pay extra for meals and cannot check bag-

(Continued on Page 128)

Coming Thursday

Columnist James Brady explores the secrets hidden in "pneumonia obits" and why the media "draw curtains of discretion across the truth"— in the April 25 issue of Advertising Age *Thursday.*

Coors' Extra Gold gets tough

With a baseball player breaking a bat over his knee exemplifying hard-charging types of beer drinkers, a test-market ad for Coors Extra Gold portrays a two-fisted image for the brand, termed "a Coors like you never knew before." *(See story on Page 128.)*

Highlights

Visa USA hopes BBDO, the agency that glamorized Pepsi as "the choice of a new generation," will lend similar sparkle to its familiar, but slightly shopworn, blue, white and tan card. *See Page 6.*

Joe Landy, director of client services for Needham Harper Worldwide's New York office, will take the helm of the agency's beleaguered Washington shop that has lost five of its top executives in the past 100 days. *See Page 10.*

The Seven-Up Co. is continuing to broaden its product line, making its initial move into the growing soft-drink mixer category. *See Page 12.*

The Benevolent Dictators: Robert Bloom, chairman-ceo of Bloom Cos., Dallas, believes clients need the involvement of senior management. *See Page 52.*

CORPORATE CLOSEUP

With his "Business is war" philosophy, Jack Tramiel ignited a frenzy of cost-cutting at Atari Corp. in an effort to relaunch the company into a leadership position in the home-computer business. The payoff, if there is one, still is ahead. *See Page 4.*

FORUM

Demos, geos, psychos and recos—they're all in a day's work for Saatchi & Saatchi Compton exec Stephen Fajen. *See Page 20.*

Psychologist Steven Gilbert writes about violence and advertising. *See Page 20.*

CATEGORY REVIEW

While there has been much comment about who's on top in the continuing Coca-Cola vs. Pepsi-Cola soft-drink battle, little has been said about how the small guys are faring in the trenches. *See Page 44.*

INTERNATIONAL

International consumer groups that targeted pharmaceutical advertising as the next category for international restrictions are not making much progress in their attack. *See Page 55.*

Advertising agencies and ad industry organizations worldwide are fighting the growing threat of increased advertising restrictions by doing what they do best—creating catchy ads designed to convince consumers of the value of advertising. *See Page 55.*

A new Japanese advertising campaign with the slogan "Imports bring us together" will try to boost the purchase of foreign—and particularly U.S.—products in Japan. *See Page 122.*

VIDEOTECH

Pay tv executives are calling the first quarter one of the slowest in the medium's short history. *See Page 90.*

Turner Broadcasting System has gone to court to get the Federal Communications Commission to reconsider and eventually modernize its "must-carry" policy. *See Page 91.*

DIRECT MARKETING

Throughout most of the civilized world, Hermes, the chic, ex-saddlery-cum-specialty retailer, is opening up boutiques. But in the U.S., in order not to miss any corner of America's heartland, Hermes is using the mails. *See Page 114.*

Donnelley Marketing dropped its spring Share Force questionnaire to 45 million households. *See Page 116.*

COMING THURSDAY

SPECIAL REPORT

Executives for the nation's trade journals—once seen as the country cousins of consumer magazines—are shaking that image with sophisticated graphics, writing and marketing. One observer calls the maturing business press, which has projected 1985 ad revenues of $3.15 billion, "the healthiest segment in all journalism."

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'Space' shuttles to low-G ratings

By JAMES P. FORKAN

New York—Liftoff problems for CBS-TV's expensive "Space" miniseries last week were more evidence for tv observers who believe the miniseries format has been overworked.

The 13-hour, $32 million opus last week was averaging a 27 share after four nights of national data from A.C. Nielsen Co., less than blockbuster numbers. The novelty of the miniseries, said some industry observers, had been lost due to scheduling too many too close together. And that doesn't include five more miniseries projects still slated to air in May.

As it stands now, "Space's" four-night 16.9 rating average lags behind nine other 1984-85 miniseries (topping only NBC's "The Sun Also Rises"), while its 27 share level trails eight of those epics, including NBC's "A.D." and CBS' "Mistral's Daughter."

Some agency people have begun wondering whether two-part miniseries, totaling four to six hours, might be a better way to go. This season's ratings statistics were dominated by NBC's "Fatal Vision," with a 47 share for two nights last November, and ABC's

(Continued on Page 133)

Plug pulled on 2nd network

JWT drops Euro

By DENNIS CHASE

JWT Group, the parent company of J. Walter Thompson Co., last week finally threw in the towel and sold off its second agency network in Europe.

The group announced it was selling its wholly owned Euro Advertising agencies in Duesseldorf, Germany; Bologna/Milan, Italy, and Athens, Greece, back to its equity partners, who are the founder-managers of each agency.

The reasons given include the need to build up the main JWT agency in Europe, and the strong value of the U.S. dollar compared with European currencies, which has cut into Euro Advertising's profits when reported in dollars.

The commissions of Euro Advertising in 1984—$8 million—represent less than 2% of JWT's Group's over-all commissions and fees—which totaled $508 million last year.

In a prepared statement, JWT Group president Don Johnston said, "Although [Euro Advertising] has been operationally profitable since 1983, the margins have never approached levels that are acceptable."

Another exec said, "We're

(Continued on Page 128)

CORPORATE CLOSEUP

'New' Atari tries to bring back old growth

By CLEVELAND HORTON

SUNNYVALE, CAL.—The sign in front of corporate headquarters is chipped and fading. Inside the entrance, the decor is "modern transition"; moving boxes are stacked nine-high. The two receptionists working behind a counter, a young man and young woman, seem to be pulling triple duty: Answering telephone calls, serving customers and running interference for the accounts payable department.

This is the new Atari Corp., still bearing scars of battles waged within the company nine months ago when Warner Communications sold the once high-flying videogame and home-computer company to Commodore Business Machines founder Jack Tramiel.

A former Atari executive offers a view of his old employer. See Page 28.

With his "Business is war" philosophy, Mr. Tramiel immediately ignited a frenzy of cost-cutting at Atari in an effort to relaunch the company into a leadership position in the home-computer business.

The payoff, if there is one, still is ahead. But central to Mr. Tramiel's plans are two new lines of computers. One, quietly released late last month, is essentially an extension of the 5-year-old Atari 800XL, based on the industry's fading 8-bit technology. The other is intended to be a match for Apple Computer's Macintosh.

Mr. Tramiel, 55, hopes to boost Atari's slim 3% market share with sales of between 3 million and 5 million computers this year, the company says. The goal is admittedly optimistic, since the entire industry sold fewer than 5 million home computers in 1984. But if he even comes close to market leadership, it won't be the first taste of success for either Mr. Tramiel or Atari.

The unkempt appearance of Atari's corporate headquarters reflects Mr. Tramiel's belief that the company will be well served by the same cost-cutting/low-margin strategy he used to build Commodore into a worldwide marketer of personal computers. A cigar-smoking, self-styled tyrant, Mr. Tramiel is prepared to bully his staff, every company doing business with Atari and, some say, even customers in his single-minded effort to market the lowest-price personal computer available.

By emphasizing manufacturing and disregarding marketplace niceties, Mr. Tramiel bucks the current trend in the personal-computer industry, in which the use of slick, sophisticated marketing techniques is gospel. Personal-computer companies turned to traditional package-goods marketing in the early 1980s when Atari Inc., then owned by Warner, recruited James Morgan from his position as exec vp-marketing at Philip Morris USA to take over the ailing company and Apple hired soft-drink marketer John Sculley, president of Pepsi-Cola USA, to assume the helm at Cupertino.

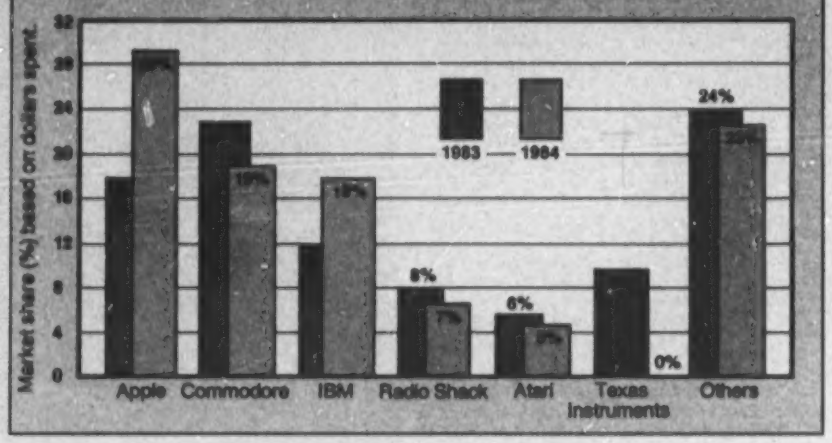
Mr. Tramiel runs against the grain in this and other ways. When he acquired Atari, he promptly installed his three sons in key positions: Sam, 36, as president; Leonard, 30, a former physicist, as vp-software, and Gary, 25, an ex-stockbroker, as vp-administration. Mr. Tramiel managed to work with son Sam while still at Commodore, but his efforts to bring the rest of his family on board contributed to his departure from that company. Family, however, is particularly important to Mr. Tramiel. Born in Poland, he is a survivor of the Auschwitz concentration camp and lost most of his family in World War II.

Mr. Tramiel has transferred his survival instincts to the business world, where his tough-minded tactics turned Commodore, founded as a typewriter repair shop, into a $1 billion international marketer of computers. In taking over Atari, Mr. Tramiel thus carried with him an intimate knowledge of his largest competitor, Commodore, which ranked first in market share based on units sold during the flurry of home-computer

(Continued on Page 112)

Shares of the home-computer market

Even though Atari ranks only fifth among major manufacturers of home computers, the company hopes to regain some of its former glory with ex-Commodore boss Jack Tramiel calling the shots and cracking the whip. *Source: Future Computing Inc.*



Atari bucks CES, cites costs

By CLEVELAND HORTON

Atari Corp.'s unexpected decision to drop out of the upcoming Consumer Electronics Show surprised many observers. But others suggest the move may reflect the company's belief that low prices alone will guarantee success for its new lines of home computers *(see related story above)*.

Sunnyvale, Cal.-based Atari introduced those new machines at the January CES in Las Vegas. Its decision not to attend the June show in Chicago was disclosed last week (AA, April 18).

The company will be represented in some manner in Chicago, insisted Greg Pratt, president of Atari (U.S.) Corp., the company's domestic sales subsidiary. It may rent hotel suites near the exhibit hall to meet with retailers, he said.

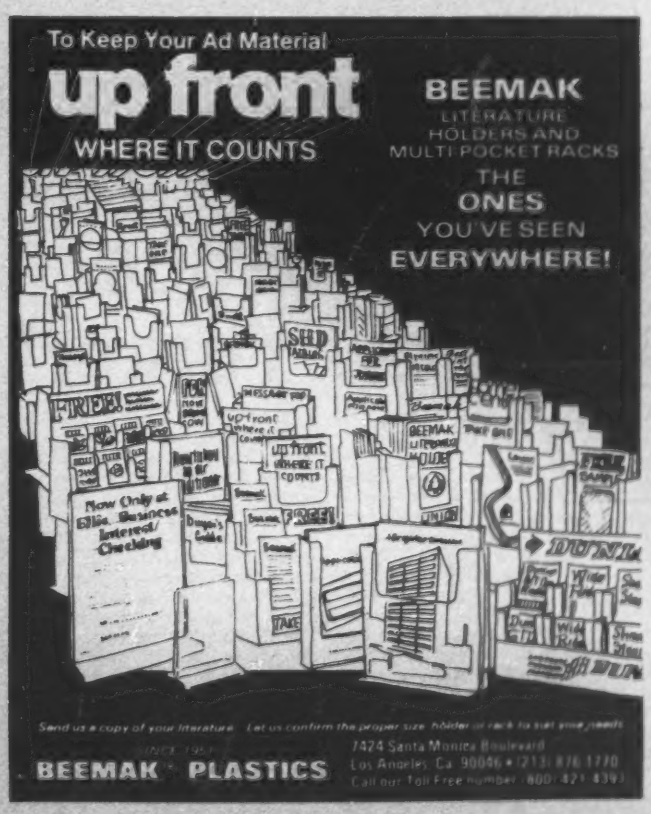
Mr. Pratt, who said he wasn't informed of his company's decision, said the $500,000-plus over-all cost of exhibiting was too expensive.

Kenneth Lim, an analyst with DataQuest, San Jose, Cal., believes Atari's decision to drop out of the June CES may be based on concern it might suffer by comparison with rival Commodore Business Machines, West Chester, Pa.

Atari has no new products to exhibit, but Commodore may unveil the Amiga, its newest personal computer, at the show.

The "no-show" decision apparently was made by Atari chairman Jack Tramiel himself. Mr. Tramiel was attending a computer show in Hanover, West Germany, at the time the decision was disclosed and could not be reached for comment.

A spokesman for the the Electronics Industry Assn., which sponsors the CES, confirmed that Atari told the association earlier this month that it didn't plan to participate.#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HBO has no place for soft-sell ads

By SUSAN SPILLMAN

NEW YORK—Home Box Office has temporarily shelved its image-building "There's no place like HBO" commercials for a more aggressive $10 million campaign that it hopes will reverse a declining sales chart.

Starting this week and running through mid-June, the pay tv network will hype its upcoming programing with the new theme "HBO all-star summer."

Broadcast tv and cable commercials, page newspaper ads and direct-mail pieces will saturate 35 markets, including Atlanta, Miami, Denver and Houston.

During the six-week period, HBO aims to deliver its message to 45 million households.

While HBO is buying $10 million worth of media, the most it has ever spent in so short a period, the cable network expects participating affiliates to chip in with another few million for this effort.

Between August and mid-October, HBO will wage another acquisition-oriented campaign that may exceed $10 million.

The "HBO all-star summer" and last year's "There's no place like HBO" both were created by BBDO.

The new commercials, with their action movie and concert clips set to fast-paced music and a hard-sell pitch, represent a radical departure from HBO's most recent network tv campaign, in which couples and families were pictured as they cuddled in front of the tube to watch cable.

"Let's face it: We're in a maturing phase of our life cycle. It's harder to get new subscribers now," said John Billock, HBO senior vp-marketing.

"No longer can we count on new markets. We've got to go deeper into the markets where we are already distributed."

HBO netted only 776,000 new subscribers in 1984, compared to 2.2 million in 1983, according to Kagan Associates. Still, Mr. Billock said the company's 1984 campaign was successful in that it improved public awareness of HBO.

"But this year we've been squirreling away our resources for a strong product promotion. You can't do image advertising in a vacuum."

Now we're looking to close the sale."

How many sales is he hoping for? Mr. Billock would not reveal a number, except to say that of the 10 million direct-mail pieces it will distribute, HBO was expecting a 2.5% return, or 250,000.

The campaign precedes the summer, traditionally the period in which both pay tv viewing and disconnecting are at their highest.

Mr. Billock believes the latter phenomenon may be a self-fulfilling prophecy, since cable companies seldom market heavily in the summer.

The "There's no place like HBO" campaign won't be completely bagged.

It may turn up again at a later date or be combined somehow with the new hard-sell strategy, said Mr. Billock.#

BBDO to sharpen Visa's edge

By RUTH STROUD

Visa USA hopes BBDO, the agency that glamorized Pepsi as "the choice of a new generation," will lend similar sparkle to its familiar, but slightly shopworn, blue, white and tan card.

San Mateo, Cal.-based Visa last week named BBDO, New York, to handle its $20 million domestic account (AA, April 18). Visa, which for 10 years has been handling the advertising in-house, is trying to defend its leading position in the bank card industry against the onslaught of new—and old—competitors by creating a new image.

The four-month review whittled an initial list of more than 25 agencies to five. The other finalists were all New York shops: Benton & Bowles; Dancer Fitzgerald Sample; Foote, Cone & Belding, and Young & Rubicam.

"Where BBDO stood out," explained Visa senior vp-marketing John Bennett, "their [ideas were] strategically more practical and their creative work was more unique."

The agency's potential to create "compelling or breakthrough advertising was really the one-two" that won it the account, as well as the "people fit" between the two parties, Mr. Bennett added.

Visa also was impressed with BBDO's work for PepsiCo and Chrysler Corp.'s Dodge division, he said, noting that there are certain similarities between the dealer organizations for these clients and Visa's relationship with its member banks.

Several key people working on the account have worked on Pepsi, including Gary de Paolo, exec vp-senior management representative, and Bill Katz, vp-management supervisor.

Phil Dusenberry, vice-chairman and executive creative director, also will be involved in the Visa account.

BBDO/West, San Francisco, will play a "significant support role" in maintaining day-to-day contact with Visa on the West Coast, said Allen Rosen-

(Continued on Page 129)

AA builds up staff in Detroit, Chicago

R. Serafin

P. Strnad

S. Stern

CHICAGO — Raymond Serafin has joined ADVERTISING AGE as a reporter in the Detroit bureau. He previously was a columnist for the *Daily Tribune*, Royal Oak, Mich., a Detroit-area newspaper.

In 11 years at the *Tribune*, Mr. Serafin also served as entertainment editor and a reporter covering politics, police, education and government.

He was graduated cum laude from the University of Notre Dame in 1970 with a bachelor's degree in communication arts.

Also in the Detroit bureau, Patricia Strnad has been promoted to reporter from editorial assistant. Ms. Strnad joined AA last year from Maritz Communications Co., Southfield, Mich. She was graduated Phi Beta Kappa from Wayne State University 1983 with a bachelor's degree in English literature.

In AA's Chicago office, Sara E. Stern has joined as an editorial assistant.

Ms. Stern most recently was a creative assistant at Tatham-Laird & Kudner. She is a 1984 graduate of Syracuse University.#

CORRECTIONS & CLARIFICATIONS

- A story about Penelope Hawkey joining Bloom Agency (AA, March 25, P. 44) incorrectly described an agency she earlier co-founded, Dillon Gordon Hawkey Shortt, as now defunct. In fact, it is in business, under the name Gordon & Shortt, with offices in New York and Detroit.
- The telephone number listed in a profile on Los Angeles-based Ray Coen Co. should have been (213) 477-4583 (AA, March 28, P. 109).
- JanklowBender, a New York-based ad agency with gross income in 1984 of an estimated $1.1 million on billings of $7.5 million, was left out of the Agency Profiles issue (AA, March 28). The agency, recently renamed from Ferber Janklow Chimbel Bender, can be reached at (212) 475-8030.
- Media Records has supplied the following corrected figures for the newspaper advertising data for January (AA, April 1, P. 70): Baltimore *Sun* (M), 1985 full run—161,061; 1985 full run grand total—357,116; Fort Lauderdale *Sun-Sentinel* (Sat), inches are included with the morning data and should not have been shown separately; 1985 full run grand total—388,562; *Sun-Sentinel* (M), 1984 full run—310,913; Honolulu *Advertiser* (M), 1984 full run—111,440; 1984 full run grand total—301,461; Houston *Chronicle* (S), 1985 full run—113,702, 1985 full run grand total—587,309, *Chronicle* (S) 1985 part run—17,629, 1985 part run grand total—100,939; Los Angeles/San Fernando Valley *News* (M), 1985 full run—160,128, part run—31,128; *San Francisco Examiner & Chronicle* (S), 1985 part run—23,954; part run grand total—132,745.
- Actor Sorrell Booke does not portray the copyrighted Boss Hogg character from the "Dukes of Hazzard" in his role as Stop N Go spokesman as earlier reported (AA, April 15, P. 8). Also, the spot airs in Texas and Las Vegas, not in 11 Sunbelt states.
- In a story about former ad executive Allan Wikman (AA, April 18, P. 55), the Weist-Barron company incorrectly was identified as Dwight Barron.#

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They add up to better advertising decisions for agencies and their clients. Because at Arbitron Ratings, we're constantly developing the most advanced methods of putting the ratings to work for you and your clients.

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14 of 16 categories up in January

Ad Age revises monthly Flash Report

NEW YORK—ADVERTISING AGE has revised its monthly Flash Report of Newspaper Advertising Investments to more accurately reflect the spending patterns of the industry's largest advertisers.

The changes are effective with the report covering last January's spending. The reports are prepared by Media Records Inc., based on actual measurements of ads in 29 daily and 23 Sunday newspapers in 15 major markets: Atlanta, Baltimore, Boston, Cincinnati, Chicago, Cleveland, Dallas, Denver, Detroit, Los Angeles, New York, Philadelphia, San Francisco, Washington, D.C. and Youngstown, O.

Seven new categories

Seven new categories, two each in the national and financial classifications and three in the retail classification, have replaced seven categories that in recent years had shown little or relatively minor spending activity in newspapers.

The new national categories are: Computers, equipment and services, including marketers of hardware, software, system peripherals and services, and public service utilities and communications, including telephone companies, public electric and gas utilities and providers of long-distance telecommunications services.

The new financial categories: Banks and trust companies and Stock, bond and investment houses.

The new retail categories are: Amusements, including movie and entertainment advertisers; computer stores and supplies, and general merchandise stores, a category that includes several of the nation's largest retailers.

The seven categories no longer covered are: Coffee and tea; beverages: Soft drinks, diet and nondiet; soaps, cleansers and polishes; cough, cold and sinus remedies; headache remedies and sedatives; sporting and leisure time equipment, and cosmetics, make-up and manicure products.

Gains in 14 of 16

Advertiser investments in the measured markets increased in 14 of 16 categories in January from the same month last year, with food stores, new passenger cars and radio-tv-phonographs-records retailers leading in dollar increases.

The food store category rose 21.1% to $27.03 million; passenger cars-new grew 33.3% to $13.81 million, and radio-tv-phonographs-records increased 28.1% to $13.91 million. Among the largest gainers were alcoholic beverages, up 63.3% to $643,278, and computers, equipment and services, up 58.8% to $2.86 million.

Computer stores and supplies, in the retail category, was up 28.7% to $4.3 million.

Among the other national classifications, cameras-photo supplies and services rose 15.8% to $222,936; public service utilities and communications rose 2.6% to $5.53 million; publishing and media rose 11.5% to $9.3 million, and airlines rose 22.5% to $15.2 million. The only declining category in the national class was cigarets, off 32.7% to $4.3 million.

Among the retail classifications, amusements gained 6.4% to $23.5 million; department stores gained 2.8% to $52.3 million, and general merchandise stores gained 15.3% to nearly $21 million.

In the financial categories, banks and trust companies increased 34.9% to $6.6 million, and stock, bond and investment houses, the other January decliner, fell 32.7% to $1.3 million.#

FLASH REPORT: Newspaper advertising investment for January

January 1985 CATEGORIES	YEAR	DOLLARS 1985	DOLLARS 1984	CHANGE ACTUAL $ G OR L	CHANGE % G OR L
Amusements	1985	$23,961,941	$22,136,148	+1,425,893	+6.4
	1984				
Computer stores & supplies	1985	4,336,434	3,368,092	+967,342	+28.7
	1984				
Department stores	1985	52,292,955	50,877,115	+1,415,950	+2.8
	1984				
Food stores	1985	27,034,742	22,325,810	+4,708,932	+21.1
	1984				
Radio, tv, phonographs, records	1985	13,917,138	10,861,301	+3,055,837	+28.1
	1984				
General merchandise stores	1985	20,982,106	18,197,510	+2,784,596	+15.3
	1984				
Alcoholic beverages	1985	643,278	393,980	+249,298	+63.3
	1984				
Cameras, photo supplies & services	1985	222,936	192,547	+30,389	+15.8
	1984				
Computers, equipment & services	1985	2,866,593	1,805,441	+1,061,152	+58.8
	1984				
Public service utilities & communications	1985	5,533,273	5,390,946	+142,327	+2.6
	1984				
Publishing & media	1985	9,298,982	8,337,824	+962,368	+11.5
	1984				
Cigarettes	1985	4,302,411	6,384,431	-2,082,020	-32.7
	1984				
Airlines	1985	15,193,384	12,407,640	+2,785,744	+22.5
	1984				
Passenger cars-new	1985	13,816,864	10,368,746	+3,448,118	+33.3
	1984				
Banks & trust companies	1985	6,672,250	4,944,471	+1,727,779	+34.9
	1984				
Stock, bond & investment houses	1985	1,370,927	2,037,647	-666,720	-32.7
	1984				

This Flash Report of newspaper advertiser investment, compiled for Advertising Age by Media Records, is derived from tabulations that cover 29 dailies and 23 Sunday editions in 15 cities: Atlanta, Baltimore, Boston, Charlotte, Chicago, Cleveland, Dallas, Denver, Detroit, Los Angeles, New York, Philadelphia, San Francisco, Washington and Youngstown.

Source: Media Records Inc.

Audit Bureau scraps Zip rule

By WILLIAM F. GLOEDE

The Audit Bureau of Circulations' board of directors quietly has dropped a rule that would have required newspapers to report circulation by Zip code areas.

The board also voted to waive temporarily its prohibition against same-day promotion of the value of all cents-off coupons in a newspaper.

The Zip code rule, which would have taken effect next spring, was opposed fiercely by ABC's newspaper industry members. It was the subject of an unusually harsh debate, most recently during the ABC's annual meeting (AA, Nov. 5).

Newspaper publishers contended reporting circulation by the Zip code in which a paper was delivered would pose serious and costly administrative problems, and that the ABC never had devised an acceptable method of reporting single-copy sales by Zip codes.

The publishers argued that simply reporting a sale in the Zip code where the paper was purchased would not reflect accurately where the reader lived, thereby reporting sales of papers being taken to upscale areas as sales to readers in downtown, urban areas.

Large metropolitan dailies particularly were concerned with the Zip code rule, because they traditionally have large street sales. They feared an unrealistic portion of their circulation would be reported in city zones.

They also were apprehensive that their household coverage within suburban Zip codes with demographics attractive to advertisers would compare unfavorably with smaller, suburban dailies, circulation of which is concentrated in these communities.

Lifting the prohibition on the coupon promotion will enable the newspaper industry to test the effects of such promotion on circulation, coupon redemption rates, product movement and, indirectly, misredemption.

The test is to be conducted next month in four paired markets.

One of the test pairs is Louisville, Ky. (*Courier-Journal* and *Louisville Times*) and Raleigh, N.C. (*Raleigh News & Observer* and *Raleigh Times*).

The other is two Florida cities, Orlando (*Orlando Sentinel* and *Florida Times-Union*) and Jacksonville (*Jacksonville Journal*).

The test will be monitored by the ABC, the Newspaper Advertising Bureau, New York, and the American Newspaper Publishers Assn., Reston, Va.

The industry hopes to convince ABC's advertiser members that same-day promotion of coupon values will increase newspaper circulation, but not redemption or misredemption rates.#

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1985 EDITION

FOREIGN AGENCY INCOME

Y&R passes Dentsu as top shop

By DENNIS CHASE

Young & Rubicam supplanted Dentsu as the biggest advertising agency in the world —a position Dentsu has held since 1973.

According to Advertising Age's annual Foreign Agency Income survey of 892 agencies in 72 countries, in 1984 Y&R's gross income, measured in U.S. dollars, rose to $480.1 million, or 16% more than 1983. The agency's billings rose to $3.2 billion during that period.

Dentsu's gross income, also measured in U.S. dollars, rose to $468.4 million, or 6% more than 1983, while its billings rose to $3.48 billion.

Gross income for all agencies in the survey reached $4.34 billion, or 17% more than 1983, when 895 agencies reported their results.

One reason Y&R was able to usurp the No. 1 position was a strong U.S. dollar compared with other currencies, particularly the Japanese yen.

Because of the strong dollar, Y&R has been cutting into Dentsu's lead for several years.

If Dentsu's and Y&R's gross income this year had been restated at the 1981 exchange rate, Dentsu would have retained its No. 1 position.

However, observers point out that when Dentsu nudged aside J. Walter Thompson Co. as the largest agency in the world in 1973, it benefited from a strong yen relative to the U.S. dollar.

Dentsu also may have suffered because its gross income was calculated as 13.5% of its over-all billings, while Y&R uses a higher percentage—15%—to calculate gross income from billings. Y&R executives say income figures come first, not billings, which are capitalized. Dentsu remains the worldwide billings leader.

Both Y&R and Dentsu benefited from the strong showing of their 50-50 joint venture, DYR Worldwide. With $36.9 million in 1984 gross income, compared with $29.4 million in 1983, DYR ranked No. 41. It did not make the top-50 ranking in 1983.

The DYR venture helped Y&R grow faster in Asia than in Europe. In the U.K., Y&R fell from No. 4 in 1983 to No. 8 in 1984; in Germany, from No. 5 to No. 7; in Italy, from No. 3 to No. 5, and in Switzerland, from No. 1 to No. 7.

Part of this tumble is attributed to the removal of the Marsteller agencies from Y&R's totals in each of those countries, because Marsteller has become part of HCM—a joint venture with Havas Conseil in France and Y&R's Marsteller. HCM's financial totals will be included in Y&R's over-all totals next year.

In other changes, McCann-Erickson fell from No. 6 to No. 8 in the world, and was overtaken by BBDO and Saatchi & Saatchi Compton Worldwide. Ogilvy & Mather moved from No. 5 to No. 4.

Those agencies which have most of their business in the U.S. suffered less because of the strong U.S. dollar than those which have big international businesses.

Agencies with heavy overseas billings sustained a double whammy because growth in U.S. advertising—like the U.S. economy—is outstripping foreign growth.

In a separate Ad Age questionnaire, agencies were asked to pinpoint problems in their markets:

- In Japan, taxes on advertising continue to be the major worry of Japanese agencies.
- In France, the major change expected this year is the growth in private commercial tv.
- In the U.K., inflation and its impact on salaries and media costs is widely viewed as a problem. Also, the growth of independent media-placement companies and erosion of the full-service concept are putting pressure on the commission system there.
- In Germany, some agencies believe growing unemployment and the demand for a 35-hour work week will inhibit the advertising business this year.
- In South Africa, a possible increase in the general sales tax, inflation and the falling value of the rand are cited as problems. Also, marketers with exportable products are positioned better than purely domestic marketers, agencies say.
- In Australia, restrictions on advertising of cigarets, alcoholic beverages, automobiles and advertising to children are cited as problems, along with global campaigns that take business from local agencies.#

Mr. Chase is the international editor of Advertising Age.

1973 Rankings

1. Dentsu Advertising
2. J. Walter Thompson Co.
3. McCann-Erickson
4. Young & Rubicam Intl.
5. Leo Burnett Co.
6. Ted Bates & Co.
7. SSC&B Inc.
8. Ogilvy & Mather Intl.
9. BBDO
10. Masius & D'Arcy-MacManus

Source: compiled by *Advertising Age*.

AGENCY INCOME REPORT

World's top 50 ad agencies in 1984

Rank*		Agency	Gross income	Billings
1.	(2)	Young & Rubicam[1]	480.1	3.20 bill.
2.	(1)	Dentsu Inc.	468.4	3.48 bill.
3.	(3)	Ted Bates Worldwide[2]	424.4	2.84 bill.
4.	(5)	Ogilvy & Mather Intl.[3]	421.0	2.89 bill.
5.	(4)	J. Walter Thompson Co.[4]	405.8	2.71 bill.
6.	(7)	BBDO International[5]	340.0	2.28 bill.
7.	(8)	Saatchi & Saatchi Compton Worldwide[6]	337.5	2.30 bill.
8.	(6)	McCann-Erickson	325.2	2.17 bill.
9.	(10)	Foote, Cone & Belding Communications[7]	268.5	1.80 bill.
10.	(9)	Leo Burnett Co.	253.5	1.73 bill.
11.	(13)	Grey Advertising	224.2	1.50 bill.
12.	(11)	Doyle Dane Bernbach[8]	218.3	1.51 bill.
13.	(14)	D'Arcy MacManus Masius	198.6	1.34 bill.
14.	(15)	Hakuhodo International	197.7	1.50 bill.
15.	(12)	SSC&B:Lintas Worldwide	182.9	1.23 bill.
16.	(16)	Benton & Bowles	159.4	1.13 bill.
17.	(17)	Marschalk Campbell-Ewald	140.3	935.6
18.	(22)	Needham Harper Worldwide	114.7	775.0
19.	(19)	Dancer Fitzgerald Sample	110.4	758.0
20.	(21)	N W Ayer	104.7	751.7
21.	(18)	EUROCOM/Univas	104.3	706.2
22.	(23)	Wells, Rich, Greene	96.3	632.0
23.	(26)	Bozell & Jacobs	94.2	671.0
24.	(25)	Publicis International	78.3	525.0
25.	(24)	William Esty Co.	78.0	520.0
26.	(20)	HCM[9]	75.3	502.0
27.	(29)	Ketchum Communications	60.9	406.1
28.	(28)	Daiko Advertising	59.5	475.9
29.	(34)	Backer & Spielvogel	59.3	395.7
30.	(33)	Dai Ichi Kikaku	58.6	416.8
31.	(27)	Kenyon & Eckhardt	56.4	376.2
32.	(32)	Tokyu Advertising	53.9	434.5
33.	(30)	Cunningham & Walsh	53.3	370.0
34.	(36)	Campbell-Mithun	45.0	300.3
35.	(42)	Scali, McCabe, Sloves	44.6	307.0
36.	(35)	HBM/Creamer	44.2	294.8
37.	(37)	Yomiko Advertising	43.5	260.1
38.	(43)	TBWA	40.5	270.0
39.	(44)	Ross Roy Inc.	37.8	252.0
40.	(41)	Roux Seguela Cayzac & Goudard[10]	37.5	250.2
41.	(—)	DYR Worldwide	36.9	246.0
42.	(45)	Della Femina, Travisano & Partners	33.0	220.0
43.	(49)	Leber Katz	32.4	279.3
44.	(—)	Tracy-Locke	32.4	239.8
45.	(48)	Laurence, Charles & Free	32.3	215.0
46.	(46)	Belier Group	32.2	214.5
47.	(38)	MPM Propaganda	32.1	128.2
48.	(50)	George Patterson[11]	32.0	204.0
49.	(—)	Asatsu	31.5	246.0
50.	(—)	Wunderman, Ricotta & Kline	31.2	256.8

Included in figures:

[1]**Young & Rubicam:** Hutchings/Y&R; Sive Associates; Young & Rubicam/Zamp; Creswell, Munsell, Fultz & Zirbel; Rives, Smith, Baldwin & Calberg/Y&R; Burson-Marsteller (including Cohn & Wolfe and Rogers Merchandising); Cato Johnson, CYB; Chapman Direct Marketing; Stone & Adler; Sudler & Hennessey; Wunderman, Ricotta & Kline; Y&R Entertainment Division; DYR (joint venture); Marsteller.

[2]**Ted Bates Worldwide:** William Esty; AC&R Advertising; Campbell-Mithun; Diener/Hauser/Bates; McDonald & Little; Sawdon & Bess Advertising; Stern Walter/Earle Ludgin.

[3]**Ogilvy & Mather International:** O&M Direct Response; Dudley-Anderson Yutzy; O&M Washington DR; A. Eicoff & Co.; O&M Promotions; O&M Recruitment; O&M Special Markets; Scali, McCabe, Sloves; Cole & Weber; Graphic Services; O&M Hispanic, Partners, Presents; Rolf Werner Rosenthal; Sussman & Sugar; O&M Yellow Pages and O&M Hawaii.

[4]**J. Walter Thompson Co.:** Broulliard Communications; J. Walter Thompson USA; Thompson Recruitment Advertising; Market Behavior.

[5]**BBDO International:** BBDO Chicago, Direct, West; BDA/BBDO; Blair Advertising; Caravetta Allen Kimbrough/BBDO; Doremus & Co.; GM DuBois; Hannaford Co.; Quinn & Johnson/BBDO; Marcos Direct Advertising; RC Communications; Franklin Spier; Tracy-Locke; Waring & LaRosa; Frank J. Corbett; Lavey/Wolff/Swift; Telerx Marketing.

[6]**Saatchi & Saatchi Compton Worldwide:** Irv Koons Associates; Rumrill-Hoyt; Fairfax Inc.; Cochrane Chase, Livingston; Klemtner Advertising; Mayo Iriuma Design; Cadwell Davis Partners; Hoffman York; McCaffrey & McCall, Kleid Co.; the Hay Group; Dorland Advertising.

[7]**Foote, Cone & Belding Communications:** Lewis Gilman & Kynett; Albert Frank/Guenther Law; Deutsch, Shea & Evans; Carl Byoir & Associates; North Castle Partners; Smith-Hemmings-Goeden; VICOM Associates.

[8]**Doyle Dane Bernbach:** Cargill, Wilson & Acree; Fletcher/Mayo/Associates; Bernard Hodes Advertising; Kallir, Philips, Ross; Milici Valenti Advertising; Rapp & Collins.

[9]**HCM:** joint venture between Havas Conseil (51% EUROCOM/Univas) and Marsteller Intl. (49% Young & Rubicam).

[10]**Roux Seguela Cayzac & Goudard Group:** includes offices in the U.K., Netherlands, Belgium, Germany, Switzerland, Italy, Spain, Saudi Arabia, Lebanon, Ivory Coast, Gabon, Reunion, Guadeloupe and Martinique.

[11]**George Patterson** part of Ted Bates Worldwide.

*Parentheses indicate 1983 rank. Figures, in millions ($), are based on total equity interest in foreign shops.

Source: compiled by *Advertising Age*.

1985 EDITION **FOREIGN AGENCY INCOME** ARGENTINA-BARBADOS

Agency	City	Gross income 1984	Gross income 1983 ($000)	Per cent change: income	Billings 1984	Billings 1983 ($000)	Gross income 1984 ($000; national currency)	Billings 1984 ($000; national currency)	Employes 1984	Employes 1983	Employes Per cent change	Number offices
ARGENTINA												**Exchange rate: 0.0289 peso**
J.Walter Thompson Argentina	Buenos Aires	12,655.8	3,323.4	N/A	84,376.4	22,157.0	Ps437,917.6	Ps2.92 bill.	137	135	1.0	1
Ricardo de Luca Publicidad	Buenos Aires	7,803.0	4,203.3	N/A	52,020.0	13,668.0	270,000.0	1.80 bill.	105	107	– 2.0	1
Casares, Grey & Asociados	Buenos Aires	6,358.0	2,073.2	N/A	25,014.2	7,970.2	220,000.0	865,542.0	76	70	9.0	2
Gowland Publicidad	Buenos Aires	6,358.0	2,149.1	N/A	24,565.0	8,596.6	220,000.0	850,000.0	82	75	9.0	1
David Ratto S.A.	Buenos Aires	4,702.0	1,955.0	N/A	20,259.0	9,265.0	162,700.0	701,005.0	79	75	5.0	1
Solanas Ayer	Buenos Aires	4,043.1	1,223.8	N/A	16,643.7	6,919.5	139,900.0	575,907.0	42	44	– 5.0	1
McCann-Erickson S.A. de Publicidad	Buenos Aires	3,728.0	1,000.6	N/A	24,866.0	6,674.1	128,982.0	860,310.0	63	50	26.0	N/A
Ortiz Scopesi y Cia.	Buenos Aires	3,642.2	1,520.8	N/A	20,370.9	8,551.8	126,029.2	704,873.8	91	86	6.0	1
Pragma/Foote, Cone & Belding	Buenos Aires	2,590.1	944.6	N/A	17,276.3	2,142.2	89,624.4	597,794.9	62	62	0.0	1
Verdino-Funes-Straschnoy	Buenos Aires	2,546.3	651.4	N/A	10,350.8	2,713.9	88,107.0	358,161.0	40	30	33.0	1
Lintas Argentina	Buenos Aires	2,451.5	883.7	N/A	19,755.0	2,493.4	84,826.0	683,558.0	46	46	0.0	1
Leo Burnett-Argentina	Buenos Aires	1,865.0	675.0	N/A	12,433.0	4,502.0	64,533.0	430,435.0	39	47	– 17.0	1
Young & Rubicam de Argentina	Buenos Aires	1,640.0	174.0	N/A	10,939.0	1,161.0	56,744.0	378,489.4	19	26	– 27.0	1
Cicero/Ted Bates Publicidad	Buenos Aires	1,473.9	501.2	N/A	5,990.0	3,698.0	51,000.0	501,413.0	48	40	20.0	N/A
Lautrec Publicidad	Buenos Aires	1,445.0	329.4	N/A	5,780.0	4,479.0	50,000.0	200,000.0	75	70	7.0	1
Johnson/Benton & Bowles	Buenos Aires	380.2	521.9	N/A	2,050.5	3,072.0	13,155.8	70,950.7	28	33	– 15.0	1

*With Argentinian agencies, AA altered its procedure of determing an agency's "real growth" (applying 1984 exchange rate to 1983 returns) because it primarily shows the impact of inflation in that economy. Dollar figures for 1983 are based on the average annual exchange rate for that year.

AUSTRALIA												**Exchange rate: 0.8892 A dollar**
George Patterson	Sydney	32,000.0	28,500.0	12.0	204,000.0	171,800.0	A$36,000.0	A$230,000.0	442	420	5.0	4
Clemenger Australia	Melbourne	28,504.2	23,691.1	20.0	178,151.6	158,019.5	32,056.0	200,350.0	484	472	3.0	12
Monahan Dayman Adams Group	Melbourne	21,382.1	16,037.3	33.0	133,637.9	100,232.3	24,046.4	150,290.1	413	332	24.0	16
Ogilvy & Mather (Australia)	Melbourne	17,784.0	14,543.8	22.0	118,678.9	97,006.4	20,010.0	133,467.0	418	358	17.0	8
McCann-Erickson (Australia)	Sydney	15,887.0	13,002.0	22.0	105,966.0	86,723.0	17,867.0	119,173.0	347	293	18.0	N/A
Young & Rubicam Australia	Sydney	15,464.0	7,467.0	107.0	103,145.0	49,805.0	17,375.0	115,522.4	250	130	92.0	4
Leo Burnett Ltd.	Sydney	12,425.0	11,457.0	8.0	82,832.0	76,418.0	13,973.0	93,200.0	277	277	0.0	6
Schofield Sherbon Baker Ltd	Sydney	6,402.2	4,890.6	31.0	35,568.0	31,122.0	7,200.0	40,000.0	110	105	5.0	4
Saatchi & Saatchi Compton	Sydney/Melbourne	5,487.3	3,962.3	38.0	36,768.4	26,734.7	6,171.0	41,350.0	62	52	19.0	2
Neville Jeffress Advertising	Sydney	5,343.6	4,178.3	116.0	35,624.0	27,855.1	6,009.5	40,063.0	132	138	– 4.0	N/A
Mojo	Sydney	5,249.6	3,751.5	40.0	36,144.6	24,713.5	5,903.7	40,648.5	53	42	26.0	2
Connaghan & May Ayer	Sydney	4,253.0	4,164.6	2.0	24,520.1	24,181.8	4,783.0	27,575.5	65	66	– 2.0	3
Doyle Dane Bernbach	Sydney	4,113.0	3,660.0	12.0	23,818.0	21,363.0	4,626.0	26,786.0	77	71	8.0	5
The Campaign Palace	Sydney	3,716.9	2,544.9	46.0	24,453.0	16,005.6	4,180.0	27,500.0	51	40	28.0	N/A
The Weston Co.	Sydney	3,521.2	1,431.6	146.0	18,040.0	9,990.0	3,960.0	22,000.0	65	29	124.0	3
Dancer Fitzgerald Sample Australia	Sydney	3,467.9	1,485.0	134.0	18,040.0	9,990.0	3,900.0	22,000.0	54	28	93.0	2
Forbes, Macfie, Hansen	Sydney	3,112.2	2,614.2	19.0	25,786.8	21,785.4	3,500.0	29,000.0	41	41	0.0	N/A
William Roberts Advertising	Sydney	3,069.0	N/A	N/A	20,459.9	N/A	3,451.4	23,009.3	23	N/A	N/A	N/A
Magnus Nankervis & Curl	Sydney	2,983.3	2,588.5	15.0	18,645.4	16,178.1	3,355.0	20,968.8	45	45	0.0	2
Grey & Murray Evans	Sydney	2,598.1	2,315.9	12.0	17,329.7	15,446.7	2,921.9	19,489.1	43	45	– 4.0	1
Buchanan Bullpitt & Grey	Sydney	2,285.0	2,445.2	– 7.0	15,240.9	16,309.5	2,569.7	17,139.9	32	37	– 14.0	1
Hertz Walpole Campbell-Ewald	Sydney	2,094.0	2,453.0	– 15.0	13,967.0	16,362.0	2,355.0	15,708.0	24	27	– 11.0	N/A
Hammond Advertising	Sydney	2,080.7	1,200.4	73.0	10,660.0	7,270.0	2,340.0	13,000.0	45	27	67.0	2
Pope & Kiernan & Black	Sydney	1,970.2	1,931.9	2.0	13,521.5	13,019.0	2,215.7	15,206.3	28	29	– 3.0	1
Dalziel, Harper & Grey	Melbourne	1,960.7	1,703.7	15.0	13,077.9	11,363.7	2,205.0	14,707.4	36	N/A	N/A	2
Harris Robinson Courtenay	Sydney	1,818.2	1,422.2	28.0	11,417.3	9,416.0	2,044.8	12,840.0	31	32	– 3.0	1
Yared Perry Paton	Melbourne	1,584.6	1,300.9	22.0	9,145.4	7,684.5	1,782.0	10,285.0	29	24	21.0	2
Scali, McCabe, Sloves	Melbourne	1,526.8	1,058.1	44.0	8,980.9	6,224.4	1,717.0	10,100.0	25	23	9.0	1
DYR Pty. Ltd.	Melbourne	100.4	N/A	N/A	670.0	N/A	112.9	753.5	6	N/A	N/A	1
AUSTRIA												**Exchange rate: 0.0509 schilling**
GGK Wien	Vienna	2,407.6	1,684.8	43.0	16,058.9	11,248.9	Sch47,300.0	Sch315,500.0	42	31	35.0	1
Lintas Werbeagentur	Vienna	2,384.6	2,231.7	7.0	17,572.2	16,482.0	46,848.0	345,230.0	41	42	– 2.0	1
McCann-Erickson	Vienna	2,232.0	2,090.0	7.0	14,887.0	13,940.0	43,843.0	292,433.0	43	44	– 2.0	N/A
Demner & Merlicek	Vienna	2,050.3	1,503.1	36.0	13,946.6	10,027.3	40,280.0	274,000.0	35	29	21.0	1
Werbeagentur Wirz	Vienna	1,530.0	1,150.0	33.0	10,190.0	9,430.0	30,000.0	200,100.0	15	15	0.0	1
MMS-Werbeagentur	Linz	1,500.0	1,400.0	7.0	10,600.0	10,078.0	29,700.0	208,000.0	26	26	0.0	1
Die Sieber Saatchi & Saatchi Compton	Vienna	1,338.7	866.9	54.0	8,933.0	8,174.1	26,300.0	175,500.0	23	25	– 8.0	1
Team Austria Werbeagentur	Vienna	1,333.6	1,155.4	15.0	8,856.6	7,685.9	26,200.0	174,000.0	23	22	5.0	1
J. Walter Thompson	Vienna	1,319.0	1,457.0	– 9.0	8,793.0	9,713.0	25,913.0	172,761.0	37	39	– 5.0	1
Ogilvy & Mather Wien	Vienna	1,261.1	1,183.0	7.0	8,411.7	7,890.5	24,776.5	165,259.3	32	30	7.0	2
Young & Rubicam	Vienna	1,205.0	1,019.0	18.0	8,037.0	6797.0	23,678.0	157,927.1	27	24	13.0	1
Ernst Haupt-Stummer Werbeagentur	Vienna	1,170.0	936.0	25.0	9,110.0	7,646.0	23,000.0	179,000.0	15	12	25.0	1
Dr. Puttner & Ted Bates Worldwide	Vienna	1,100.0	800.0	38.0	7,600.0	5,400.0	21,610.6	149,309.6	26	18	44.0	2
R.W. Eggert	Vienna	992.6	880.6	13.0	6,606.8	5,044.2	19,500.0	129,800.0	16	14	14.0	1
Dorland Advertising	Vienna	977.3	839.9	16.0	6,617.0	4,886.4	19,200.0	130,000.0	11	10	10.0	1
Intermarco Farner Publicis	Vienna	960.0	756.0	27.0	7,950.0	6,286.0	18,860.0	156,188.0	21	20	5.0	1
D'Arcy MacManus Masius	Vienna	922.0	875.0	5.0	6,150.0	5,913.0	18,116.0	120,830.0	19	20	– 5.0	1
Grey Austria	Vienna	763.5	600.0	27.0	6,515.2	4,988.2	15,000.0	128,000.0	20	19	5.0	1
Marketing Studio/FCB	Vienna	630.0	N/A	N/A	4,203.0	N/A	12,380.0	82,575.0	18	N/A	N/A	1
Dr. Kossdorff & Partner	Vienna	351.0	336.0	4.0	2,340.0	2,240.4	6,897.0	46,000.0	8	8	0.0	1
Campbell-Ewald Werbeagentur	Vienna	26.0	57.0	– 54.0	173.0	380.0	509.0	3,395.0	0	1	–100.0	N/A
BARBADOS												**Exchange rate: 0.4618 B dollar**
Corbin Compton Ltd.	Bridgetown	431.9	345.3	25.0	2,855.3	2,482.0	B$935.2	B$6,183.0	18	19	– 5.0	5
Smith & Oxley Advertising	Belleville	391.6	390.4	0.0	2,958.4	3,048.5	847.9	6,406.2	22	22	0.0	1

1985 EDITION **FOREIGN AGENCY INCOME** BELGIUM

Agency	City	Gross income 1984	Gross income 1983 ($000)	Per cent change: income	Billings 1984	Billings 1983 ($000)	Gross income 1984 ($000; national currency)	Billings 1984 ($000; national currency)	Employes 1984	Employes 1983	Per cent change	Number offices
BELGIUM												Exchange rate: 0.0176 B franc
McCann-Erickson S.A.	Brussels	4,789.2	4,164.1	15.0	31,943.0	27,774.0	BF272,114.0	BF1.81 bill.	125	113	11.0	N/A
HHD Ogilvy & Mather	Brussels	4,385.1	4,003.5	10.0	29,248.4	26,703.3	249,151.2	1.66 bill.	93	99	– 6.0	N/A
Lintas:Brussels	Brussels	3,878.1	3,600.2	8.0	25,867.0	24,014.0	220,348.0	1.47 bill.	77	77	0.0	1
Young & Rubicam Belgium S.A.	Brussels	3,296.0	2,962.0	11.0	21,984.0	19,757.0	187,279.0	1.25 bill.	71	63	13.0	3
Benton & Bowles S.A.	Brussels	3,187.0	3,176.3	0.0	21,255.0	21,186.0	181,059.0	1.21 bill.	85	85	0.0	1
J. Walter Thompson S.A.	Brussels	2,906.9	2,642.6	10.0	19,380.3	17,618.5	165,165.0	1.10 bill.	50	52	– 4.0	1
D'Arcy MacManus Masius S.A.	Brussels	2,851.5	2,547.6	12.0	19,019.5	16,922.7	162.017.0	1.81 bill.	72	62	16.0	2
Ted Bates Belgium	Brussels	2,829.4	2,651.5	7.0	14,446.0	12,698.0	160,760.0	820,803.0	64	63	2.0	2
Troost Campbell-Ewald S.A.	Brussels	2,808.0	2,614.0	7.0	18,729.0	17,435.0	159,525.0	1.06 bill.	62	60	3.0	N/A
HCM Dechy Univas	Brussels	2,786.4	2,587.2	8.0	18,585.6	17,256.6	158,320.0	1.06 bill.	71	64	11.0	1
VVL/BBDO-Brussels	Brussels	2,505.6	2,399.2	4.0	16,704.7	16,055.0	142,362.0	949,128.0	60	56	7.0	1
Impact-FCB Belgium	Brussels	2,404.0	2,071.0	16.0	16,036.0	13,817.0	136,605.0	911,156.0	57	49	16.0	1

Notes to individual listings

GENERAL

• **Young & Rubicam** does not report billings. Figures listed for Y&R billings throughout the charts are AA estimates.

• **Dorland Advertising**, part of the Saatchi & Saatchi Compton Worldwide network, has not yet finalized the terms of the equity buyout of DFS International's European agency network, and therefore the agencies in the network still are referred to as being part of DFS Intl.

ARGENTINA

Ortiz, Scopesi y Cia. part of Ogilvy & Mather Intl.
David Ratto part of BBDO Intl.
Lautrec Publicidad part of DFS Intl.

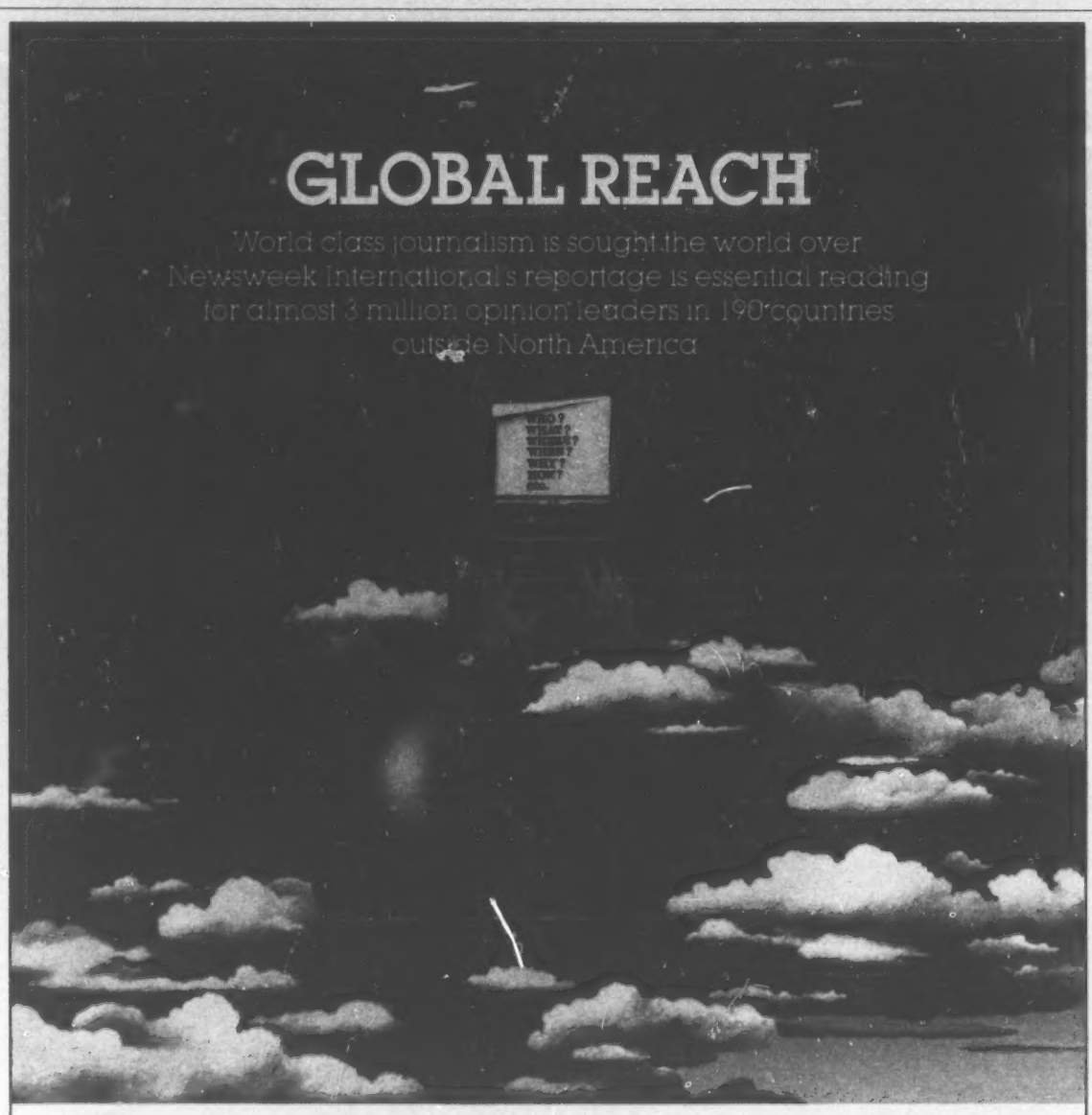
AUSTRALIA

George Patterson part of Ted Bates Worldwide.
Clemenger Australia part of BBDO Intl.
Monahan Dayman Adams Group consists of offices in Victoria, New South Wales, Western Australia, two in New Zealand, one in Tasmania and Singapore. Also, MDA Mattingly, MDA Direct, MDA Recruitment, Yardley Logan, MDA Maher, Chandler Hambleton Mier and Foster Nunn Loveder.
Young & Rubicam figures include Burson-Marsteller.
Saatchi & Saatchi Compton formerly Gough Waterhouse.
Neville Jeffress Advertising 1983 gross income AA estimate.
Forbes, Macfie, Hanson 1983 gross income AA estimate.
The Campaign Palace is 25% owned by George Patterson. Gross income figures are AA estimates.
The Weston Co. part of Fortune Communications Holdings.
William Roberts Advertising 1984 gross income and figures for 1983 AA estimates.
Magnus Nankervis & Curl part of BBDO Intl.
Pope & Kiernan & Black part of Kenyon & Eckhardt Intl.
Hammond Advertising part of Fortune Communications Holdings.
Scali, McCabe, Sloves part of Ogilvy & Mather.
DYR Ltd. incorporated November, 1984.

AUSTRIA

Team Austria part of BBDO Intl.
Dorland Advertising part of Dorland/-DFS Intl.
Marketing Studio/FCB formerly NCK/-Austria.
Dr. Kossdorf & Partner part of Needham Harper Worldwide.

(Continued on Page 63)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	Newsweek International Readership		
	Europe	Asia	Latin America
University degree or better	86%	88%	90%
Executive/professional	88%	92%	96%
Average hours spent reading Newsweek	2.2	3.0	2.6

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1985 EDITION **FOREIGN AGENCY INCOME** BELGIUM-BRITAIN

Agency	City	Gross income 1984	Gross income 1983 ($000)	Per cent change: income	Billings 1984	Billings 1983 ($000)	Gross income 1984 ($000; national currency)	Billings 1984	Employes 1984	Employes 1983	Employes Per cent change	Number offices
Intermarco-Publicis	Brussels	2,350.0	2,048.0	15.0	15,674.0	13,660.0	133,519.0	890,569.0	54	50	8.0	1
HCM Brussels	Brussels	2,236.0	1,459.0	53.0	14,914.0	9,731.0	127,053.0	887,444.0	46	39	18.0	N/A
Grey Belgium	Brussels	2,071.5	1,701.9	22.0	13,816.0	11,352.0	115,000.0	785,000.0	47	44	7.0	1
Doyle Dane Bernbach S.A.	Brussels	1,988.0	1,706.0	17.0	13,265.0	11,386.0	112,974.0	753,663.0	43	35	23.0	N/A
L.V.H./Alliance	Brussels	1,547.7	1,171.8	32.0	9,792.2	7,887.6	87,938.7	556,372.9	38	31	23.0	1
Leo Burnett S.A.	Brussels	1,498.0	678.0	121.0	9,987.0	4,525.0	85,116.0	567,724.0	34	15	127.0	1
Partner S.A.	Brussels	1,451.3	1,295.8	12.0	9,680.0	8,643.0	82,460.0	550,000.0	48	45	7.0	N/A
M&CW	Brussels	844.8	616.0	37.0	5,843.2	4,083.2	48,000.0	332,000.0	N/A	N/A	N/A	1
TBWA Belgium	Brussels	726.0	625.0	16.0	4,840.0	3,819.2	41,250.0	275,000.0	16	15	7.0	1
MarkCom S.A.	Brussels	663.9	588.7	13.0	4,428.2	3,926.9	37,721.0	251,600.0	20	17	18.0	1
Moussault Ayer	Antwerp	493.0	440.9	12.0	3,286.7	2,941.0	28,011.5	186,743.6	14	14	0.0	1
Publiart S.A.	Brussels	435.6	494.6	– 12.0	2,904.0	3,291.2	24,750.0	165,000.0	15	14	7.0	1
BERMUDA											**Exchange rate: 1.00 B dollars**	
Advertising Associates-Compton	Hamilton	354.0	396.6	– 11.0	2,360.3	2,644.3	354.0	2,360.3	19	19	0.0	1
BOLIVIA											**Exchange rate: .0025 peso**	
J. Walter Thompson (Bolivia)	La Paz	244.3	20.0	112.2	1,628.9	133.4	Ps97,731.7	Ps651,577.5	10	10	0.0	1
BRAZIL											**Exchange rate: 0.0007 cruzeiro**	
MPM Propaganda	Sao Paulo	32,060.0	37,609.6	N/A	128,240.0	150,438.4	Cr45.80 bill.	Cr183.20 bill.	927	904	3.0	13
Alcantara Machado, Periscinoto Comunicacoes	Sao Paulo	30,696.4	36,393.3	N/A	122,785.6	145,585.2	43.90 bill.	175.40 bill.	442	467	– 5.0	3
Salles/Inter-Americana de Publicidade	Sao Paulo	25,584.0	25,249.0	N/A	102,335.0	100,996.0	36.55 bill.	146.19 bill.	487	483	1.0	3
DPZ-Duailibi Petit Zaragoza	Sao Paulo	16,590.0	20,608.0	N/A	66,500.0	82,432.0	23.70 bill.	95.00 bill.	366	351	4.0	4
J. Walter Thompson Publicidade Ltda	Sao Paulo	15,892.8	21,818.7	N/A	105,957.3	145,465.4	22.70 bill.	151.37 bill.	378	371	2.0	2
Norton Publicidade	Sao Paulo	15,750.0	19,320.0	N/A	63,000.0	77,280.0	22.50 bill.	90.00 bill.	393	354	11.0	7
Standard, Ogilvy & Mather	Sao Paulo	14,940.0	10,828.0	N/A	59,147.0	40,951.0	21.34 bill.	84.50 bill.	355	321	11.0	4
McCann-Erickson Publicidade	Sao Paulo	13,581.0	19,244.2	N/A	90,585.0	128,225.3	19.40 bill.	129.41 bill.	348	336	0.0	N/A
Denison Propaganda	Sao Paulo	12,040.0	15,456.0	N/A	53,303.6	61,824.0	17.20 bill.	76.15 bill.	303	317	– 4.0	3
CBBA/Propeg	Sao Paulo	8,295.0	7,213.0	N/A	31,780.0	32,200.0	11.85 bill.	45.40 bill.	336	236	36.0	5
Artplan	Rio de Janeiro	7,075.8	8,772.4	N/A	28,303.1	35,089.6	10.11 bill.	40.43 bill.	N/A	N/A	N/A	N/A
Young & Rubicam do Brasil	Sao Paulo	6,052.0	1,700.0	N/A	40,367.0	11,339.0	8.70 bill.	57.67 bill.	150	129	16.0	2
Assessor Comunicacao Social Integrada	Sao Paulo	5,646.7	7,742.1	N/A	28,233.6	38,710.7	8.07 bill.	41.33 bill.	200	243	– 18.0	N/A
SGB Publicidade e Promocoes	Rio de Janeiro	4,557.0	5,090.2	N/A	22,785.0	19,577.6	6.51 bill.	32.55 bill.	173	162	7.0	5
Lage, Stabel/BBDO	Sao Paulo	4,515.0	6,020.1	N/A	18,511.5	16,636.6	6.45 bill.	26.44 bill.	89	85	5.0	1
SSC&B:Lintas Brasil	Sao Paulo	4,033.1	6,876.6	N/A	17,231.1	28,139.3	5.76 bill.	24.62 bill.	155	185	– 16.0	1
Leo Burnett Co.	Sao Paulo	3,407.0	2,491.2	N/A	22,713.0	16,616.0	4.87 bill.	32.45 bill.	80	70	14.0	1
Proeme Campbell-Ewald	Sao Paulo	2,737.0	4,513.5	N/A	18,256.0	30,104.8	3.91 bill.	26.08 bill.	128	130	– 2.0	N/A
Esquire Propaganda	Rio de Janeiro	1,918.9	1,756.8	N/A	6,850.0	7,058.2	2.74 bill.	9.79 bill.	49	56	– 13.0	2
Nucleo/FCB Publicidade	Sao Paulo	1,717.5	3,076.6	N/A	11,456.0	20,520.7	2.45 bill.	16.37 bill.	81	81	0.0	1
GTM&C	Sao Paulo	1,605.1	1,517.4	N/A	9,431.2	8,891.1	2.29 bill.	13.47 bill.	61	48	27.0	1
GGK	Sao Paulo	1,540.0	1,403.9	N/A	10,269.0	9,363.8	2.20 bill.	14.67 bill.	35	30	17.0	1
Oliveira, Murgel Comunicacoa	Rio de Janeiro	1,285.2	1,579.1	N/A	5,485.2	5,409.6	1.84 bill.	7.84 bill.	26	25	4.0	1
Siboney Publicidade	Sao Paulo	933.8	3,173.6	N/A	6,228.6	21,167.0	1.33 bill.	8.90 bill.	61	N/A	N/A	1
BRITAIN											**Exchange rate: 1.3774 pound**	
Saatchi & Saatchi UK Group	London	82,000.0	65,977.5	24.0	550,960.0	440,079.0	£59,000.0	£400,000.0	1500	1150	30.0	14
J. Walter Thompson Co.	London	35,290.0	31,940.0	10.0	235,278.0	212,943.0	25,620.0	170,808.0	689	667	3.0	2
D'Arcy MacManus Masius	London	27,316.2	25,167.9	9.0	189,020.8	165,210.3	19,832.0	137,230.0	540	540	0.0	2
Charles Barker Group	London	25,206.4	20,700.0	22.0	170,300.0	136,400.0	18,300.0	123,700.0	651	600	9.0	8
Ted Bates Holdings	London	23,694.0	18,182.0	30.0	151,078.0	110,774.0	17,202.0	109,684.0	341	329	4.0	3
Ogilvy & Mather	London	21,000.9	18,091.2	16.0	135,119.2	117,035.4	15,246.8	98,097.3	342	323	6.0	1
Dorland Advertising	London	21,000.0	10,836.0	94.0	140,490.0	83,195.0	15,246.0	102,000.0	365	275	33.0	1
Young & Rubicam Holdings	London	20,674.8	19,374.5	7.0	138,162.0	129,471.0	15,010.0	100,305.6	460	443	4.0	2
Royds Advertising Group	London	19,214.7	15,909.0	21.0	128,098.2	106,059.8	13,950.0	93,000.0	576	481	20.0	12
McCann-Erickson	London	16,729.0	15,316.0	9.0	111,582.0	102,158.0	12,145.0	81,007.0	343	320	7.0	N/A
Boase Massimi Pollitt	London	15,880.4	12,706.5	25.0	105,992.0	84,710.0	11,529.2	76,900.0	204	189	8.0	1
Foote, Cone & Belding	London	15,515.0	11,771.3	32.0	103,485.0	78,515.0	11,264.0	75,131.0	339	318	7.0	2
IMAA/Rex Stewart & Associates	London	15,358.0	12,768.5	20.0	76,335.5	66,115.2	11,150.0	55,420.0	676	589	15.0	19
Davidson Pearce Limited	London	13,842.9	11,362.5	22.0	92,285.8	75,750.0	10,050.0	67,000.0	205	199	3.0	1
Geers Gross Advertising	London	13,500.0	12,534.1	8.0	85,600.0	75,925.7	9,801.0	62,145.6	311	335	– 7.0	3
Collett, Dickenson, Pearce	London	13,390.9	12,489.8	7.0	93,906.7	86,919.2	9,721.9	68,176.8	N/A	220	N/A	N/A
Allen, Brady & Marsh	London	13,254.0	15,860.2	– 16.0	88,360.2	105,729.2	9,622.5	64,150.0	277	349	– 21.0	1
Doyle Dane Bernbach	London	12,603.2	9,115.9	38.0	84,021.0	60,772.0	9,150.0	61,000.0	244	231	6.0	3
Leo Burnett Co.	London	12,600.5	11,052.3	14.0	84,003.0	73,718.4	9,148.0	61,017.0	242	245	– 1.0	1
Grandfield Rork Collins	London	12,493.0	8,636.3	45.0	83,310.0	57,620.0	9,070.0	60,480.0	330	250	32.0	7
Lowe Howard-Spink Campbell-Ewald	London	11,927.0	10,358.0	15.0	79,553.0	73,032.5	8,659.0	57,756.0	N/A	148	N/A	N/A
Benton & Bowles Ltd	London	11,364.0	9,782.0	16.0	91,046.0	75,413.0	8,250.0	66,100.0	255	249	2.0	1
Grey Advertising	London	10,614.4	9,628.0	10.0	70,763.9	64,166.8	7,706.2	51,375.0	153	147	4.0	1
Lintas London	London	8,600.5	7,114.3	21.0	62,593.0	51,204.0	6,244.0	45,443.0	177	174	2.0	4
McCormick Publicis	London	8,333.3	6,749.3	23.0	55,509.0	45,454.0	6,050.0	40,300.0	177	158	12.0	3
Wight Collins Rutherford Scott	London	8,024.9	6,088.1	35.0	60,330.1	44,765.5	5,956.8	43,800.0	120	100	20.0	1
AAP Ketchum Ltd.	London	7,303.7	5,599.1	30.0	48,691.1	37,327.5	5,302.5	35,350.0	101	84	20.0	1
Abbott, Mead, Vickers/SMS	London	6,009.6	4,135.1	45.0	43,416.9	24,351.3	4,507.7	32,565.9	106	86	23.0	1
BBDO	London	5,922.8	5,234.1	13.0	56,750.0	48,200.0	4,300.0	41,200.0	86	91	– 5.0	2
TBWA Great Britain	London	5,392.5	4,835.0	12.0	35,950.1	32,245.0	3,915.0	26,100.0	67	70	– 4.0	1

*With Brazilian agencies, AA altered its procedure of determining an agency's "real growth" (applying 1984 exchange rate to 1983 returns) because it primarily shows the impact of inflation in that economy. Dollar figures for 1983 are based on the average annual exchange rate for that year.

1985 EDITION **FOREIGN AGENCY INCOME** BRITAIN-

Agency	City	Gross income 1984	Gross income 1983 ($000)	Per cent change: income	Billings 1984	Billings 1983 ($000)	Gross income 1984 ($000; national currency)	Billings 1984	Employes 1984	Employes 1983	Per cent change	Number offices
KMP Partnership	London	5,288.5	5,137.7	3.0	38,429.5	42,740.7	3,839.5	27,900.0	82	92	– 10.0	1
Gold Greenlees Trott	London	5,165.3	3,099.2	67.0	34,435.0	20,661.0	3,750.0	25,000.0	75	56	34.0	N/A
Reeves Robertshaw Needham	London	5,100.0	4,132.2	23.0	34,000.0	23,415.8	3,700.0	24,684.0	82	60	37.0	2
The Leagas Delaney Partnership	London	4,969.1	4,440.7	12.0	38,222.9	34,159.5	3,607.5	27,750.0	93	70	33.0	1
BDG/K&E	London	4,607.4	4,194.2	10.0	30,731.3	28,787.7	3,345.0	22,311.1	80	76	5.0	1
Chetwynd Haddons	London	4,172.1	2,968.3	41.0	26,442.6	20,170.6	3,029.0	19,197.5	95	72	32.0	1
ARC-Everetts	London	3,424.9	N/A	N/A	22,830.4	N/A	2,486.3	16,575.0	75	N/A	N/A	1
Garratt Baulcombe Associates	Nottingham	3,021.0	3,052.0	– 1.0	20,146.0	20,357.0	2,193.0	14,626.0	125	130	– 4.0	2

Notes

(Continued from Page 61)

BELGIUM

HHD Ogilvy & Mather billings are AA estimates.
Young & Rubicam figures include Wunderman and Burson-Marsteller.
Ted Bates Belgium figures include S.A. Coerten.
HCM Dechy formerly Dechy Univas.
HCM Brussels formerly Marsteller Intl.
L.V.H. part of Alliance International Group.
Partner part of Saatchi & Saatchi Compton Worldwide.
MarkCom part of Saatchi & Saatchi Compton Worldwide.
M&CW 33⅓% owned by Bozell & Jacobs.

BERMUDA

Advertising Associates-Compton gross income figures for 1984 and 1983 are AA estimates.

BRAZIL

Salles/Inter-Americana affiliated with Benton & Bowles Intl.
Norton Publicidade affiliated with EUROCOM/Univas. 1984 gross income figures are agency estimates.
Denison Propaganda part of Ted Bates Worldwide.
CBBA/PROPEG is the result of a merger of the two agencies in March, 1984.
Young & Rubicam includes figures for Cato Johnson and Burson-Marsteller.
SGB Publicidade is part of Saatchi & Saatchi Compton Worldwide.
Esquire Propaganda part of DFS Intl.
Oliveira, Murgel and GTM&C part of Kenyon & Eckhardt Intl.
Siboney Publicidade part of Foote, Cone & Belding Communications.

BRITAIN

Saatchi & Saatchi Group UK includes Saatchi & Saatchi Compton, Downton, Crawford Halls Harrison Cowley, Acme Media, RPG Gloucester, Sales Promotion Agency, Dorland Advertising, Saatchi Manchester, O'Kennedy Brindley, KMP Partnership.
J. Walter Thompson Co. offices in London and Manchester.
Charles Barker Group partner in Ayer Intl.
Ted Bates Holdings includes Fletcher Shelton Delaney and Moxon Dolphin Kerby.
Dorland Advertising 100% owned by Saatchi & Saatchi Group UK.
Young & Rubicam Holdings includes Wunderman, Cato Johnson, Sudler & Hennessey, Burson-Marsteller.
Davidson Pearce gross income figures are AA estimates.
Geers Gross Advertising figures cover the two London offices but not the Geers Gross New York office.
Doyle Dane Bernbach gross income figures are AA estimates.
Lowe Howard-Spink Campbell Ewald is 30% owned by The Interpublic Group of Cos.
KMP Partnership part of Saatchi & Saatchi Compton Worldwide.
Chetwynd Haddons member of Affiliated Advertising Agencies Intl.
ARC-Everetts merged in 1984. Everetts Intl. was part of Grey Advertising.

(Continued on Page 65)

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DYNAMICS: THE TANGLED TALE OF TAKI VELIOTIS
ASSESSING 900 COMPANY BALANCE SHEETS
IN POWER IN THE PHILIPPINES

1985 EDITION

FOREIGN AGENCY INCOME

BRITAIN-COLOMBIA

Agency	City	Gross income 1984	Gross income 1983 ($000)	Per cent change: income	Billings 1984	Billings 1983 ($000)	Gross income 1984 ($000; national currency)	Billings 1984 ($000; national currency)	Employees 1984	Employees 1983	Employees Per cent change	Number offices
Primary Contact Ltd.	London	2,300.0	2,070.0	11.0	15,330.0	13,800.0	1,670.0	11,130.0	56	56	0.0	1
Kirkwood & Partners	London	2,114.9	3,360.9	– 37.0	12,514.0	20,205.1	1,535.4	9,085.2	36	46	– 22.0	1
MWK&P	London	1,983.5	N/A	N/A	13,209.3	N/A	1,440.0	9,590.0	N/A	N/A	N/A	1
Ogilvy & Mather Partners Ltd.	London	1,865.3	1,446.7	21.0	13,445.4	10,363.0	1,354.2	9,761.4	32	35	– 9.0	1
Ogilvy & Mather Direct	London	1,616.8	1,331.4	21.0	10,719.0	8,842.6	1,174.5	7,782.1	40	40	0.0	1
Ogilvy & Mather (Scotland)	Glasgow	1,364.6	1,342.1	2.0	8,499.9	8,383.1	990.7	6,171.0	36	40	– 10.0	1
HCM London	London	1,208.0	1,164.0	4.0	8,057.0	7,764.0	877.0	5,850.0	27	26	4.0	N/A
SSC&B:Lintas Overseas	London	997.0	1,031.0	– 4.0	6,631.0	6,881.0	724.0	4,814.0	26	27	– 4.0	1
Foster Turner & Benson	London	843.6	765.8	10.0	5,334.9	5,058.4	612.5	3,873.1	22	22	0.0	1
Halton Advertising Ltd.	Scotland	600.0	300.0	100.0	3,000.0	2,000.0	500.0	2,500.0	30	26	15.0	N/A
Ogilvy & Mather Public Relations	London	480.5	289.3	66.0	3,205.0	1,929.5	348.9	2,326.8	12	9	33.0	1
McCann-Erickson/Photo-Video	London	467.0	306.0	53.0	3,115.0	2,041.0	339.0	2,261.0	6	6	0.0	N/A
Kingsway Media Services	London	381.6	388.9	– 2.0	2,908.0	3,186.5	277.0	2,110.6	11	12	– 8.0	1
CANADA												**Exchange rate: 0.78 C dollar**
J. Walter Thompson	Toronto	19,502.0	17,495.0	11.0	130,019.8	116,639.2	C$25,002.0	C$166,688.0	417	371	12.0	4
McKim Advertising	Toronto	17,550.0	15,288.0	15.0	152,438.1	136,500.0	22,500.0	195,433.4	390	376	4.0	5
Foster Advertising	Toronto	16,358.1	15,657.4	4.0	109,108.4	104,434.7	20,971.9	139,882.6	N/A	N/A	N/A	4
Ogilvy & Mather (Canada)	Toronto	15,175.0	12,026.0	26.0	101,166.0	80,215.2	19,455.0	129,763.0	274	230	19.0	8
Young & Rubicam	Toronto	11,859.0	9,581.0	24.0	79,100.0	63,905.0	15,204.0	101,248.0	225	211	7.0	3
Baker Lovick	Toronto	11,628.6	9,764.7	19.0	77,562.7	65,130.7	14,908.5	99,439.4	223	211	6.0	5
McCann-Erickson	Toronto	10,805.0	8,143.0	33.0	72,069.0	54,314.0	13,852.0	92,393.0	205	181	13.0	N/A
Vickers & Benson	Toronto	10,644.0	8,277.4	29.0	69,435.0	53,452.6	13,646.0	89,018.0	277	250	11.0	3
Ronalds-Reynolds & Co.	Toronto	9,750.0	7,761.0	26.0	61,183.0	45,774.0	12,500.0	78,440.0	206	202	2.0	3
Cossette Communication-Marketing	Montreal	9,571.0	7,197.5	33.0	63,811.8	47,958.3	12,271.5	81,010.0	225	170	32.0	3
Saffer Cravit & Freedman	Toronto	8,190.0	7,020.0	17.0	73,320.0	49,140.0	10,500.0	94,000.0	N/A	N/A	N/A	N/A
Hayhurst Advertising	Toronto	8,034.0	8,736.0	– 8.0	66,300.0	70,200.0	10,300.0	85,000.0	182	192	– 5.0	3
Leo Burnett Co.	Toronto	7,770.0	7,443.0	4.0	51,797.0	49,647.0	9,961.0	66,440.0	146	141	4.0	2
Ted Bates	Toronto	6,997.4	4,769.7	47.0	46,961.0	31,268.0	8,971.0	60,207.0	141	122	16.0	2
Grey Advertising	Montreal	5,772.0	4,806.8	20.0	38,499.0	32,061.4	7,400.0	49,358.0	114	99	15.0	2
Foote, Cone & Belding	Toronto	5,449.8	3,594.7	52.0	36,350.1	23,977.0	6,986.9	46,602.7	115	86	34.0	1
Grant Tandy	Toronto	4,253.8	3,849.3	11.0	28,358.4	25,662.0	5,453.5	36,356.9	77	75	3.0	3
Goodis-Wolf	Toronto	3,510.0	3,200.0	10.0	23,010.0	21,100.0	4,500.0	29,500.0	43	41	5.0	2
Scali, McCabe, Sloves Canada	Montreal	3,507.5	2,646.5	33.0	23,636.2	15,030.8	4,496.8	30,302.8	64	50	28.0	2
Carder Gray Advertising	Toronto	3,447.6	3,237.0	7.0	24,726.0	20,430.0	4,420.0	31,700.0	57	47	21.0	1
R.T. Kelley	Hamilton	3,354.0	3,126.2	7.0	20,603.9	18,356.4	4,300.0	26,425.3	90	89	1.0	2
Needham Harper of Canada	Toronto	3,146.1	2,619.0	20.0	21,608.0	17,989.0	4,033.4	27,702.0	53	53	0.0	1
Benton & Bowles Canada	Toronto	2,895.2	2,024.1	43.0	28,050.1	19,073.9	3,711.8	35,961.7	62	46	35.0	1
Kert Advertising	Toronto	2,574.0	2,145.0	20.0	18,720.0	17,550.0	3,300.0	24,000.0	46	46	0.0	3
Ambrose, Carr, Deforest & Linton	Toronto	2,470.7	2,132.5	16.0	16,925.2	14,219.4	3,167.5	21,699.0	40	40	0.0	1
Enterprise Advertising Associates	Toronto	2,338.0	2,108.0	11.0	15,587.4	14,054.0	2,998.0	19,987.7	30	27	11.0	1
Ian Roberts	Toronto	2,141.6	1,648.8	30.0	14,547.8	11,302.9	2,745.7	18,651.0	46	44	5.0	4
SSC&B:Lintas Canada	Toronto	1,500.0	1,284.2	17.0	10,002.0	8,565.6	1,922.5	12,823.0	32	29	10.0	1
Grey Ronalds Smith	Toronto	1,496.4	718.2	N/A	9,981.2	4,790.0	1,918.5	12,796.4	24	31	– 23.0	2
D'Arcy MacManus Masius	Toronto	1,465.0	1,485.7	– 1.0	9,767.0	9,904.0	1,878.2	12,521.8	31	40	– 23.0	1
Leveille, Benton & Bowles	Montreal	1,330.7	1,319.0	1.0	9,275.7	9,014.3	1,706.0	11,405.0	32	32	0.0	1
Base Brown & Partners	Toronto	1,287.0	936.0	38.0	8,580.0	6,240.0	1,650.0	11,000.0	N/A	20	N/A	1
Campbell-Ewald (Canada)	Toronto	904.0	814.0	11.0	6,030.0	5,429.0	1,159.0	7,731.0	14	11	27.0	N/A
Bozell, Jacobs & Partners	Toronto	875.2	N/A	N/A	5,850.0	N/A	1,122.0	7,500.0	N/A	N/A	N/A	3
Bleau, Duperrey, Giguere & Associes	Quebec City	281.9	146.9	92.0	1,719.5	713.3	361.5	2,204.5	7	6	17.0	1
CHILE												**Exchange rate: 0.0139 peso**
J. Walter Thompson Chilena	Santiago	3,196.4	2,580.9	24.0	21,310.1	17,207.1	Ps229,953.2	Ps1.53 bill.	109	90	21.0	1
Publiart/BBDO	Santiago	1,890.4	1,153.7	64.0	12,609.0	7,695.2	136,000.0	907,120.0	52	31	68.0	1
McCann-Erickson S.A. de Publicidad	Santiago	1,702.0	1,075.0	58.0	11,352.0	7,170.0	122,440.0	816,675.0	57	51	12.0	N/A
SSC&B:Lintas Worldwide Chile	Santiago	1,614.0	1,644.0	– 2.0	10,763.0	10,960.0	116,094.0	774,347.0	61	65	– 6.0	1
Azocar, Morrison, Walker	Santiago	1,502.7	1,018.5	48.0	10,018.4	6,790.6	108,106.3	720,744.7	35	28	25.0	1
Promopian	Santiago	1,404.2	1,044.4	34.0	9,365.7	6,966.2	101,018.0	673,790.1	61	34	79.0	1
Grey Chile	Santiago	1,054.9	790.8	33.0	7,035.9	5,274.6	75,889.5	506,182.6	42	47	– 11.0	1
Unitros Chile	Santiago	889.6	778.4	14.0	5,933.6	5,191.9	64,000.0	426,880.0	34	46	– 26.0	1
Young & Rubicam de Chile	Santiago	800.0	472.0	69.0	5,336.0	3,148.0	57,552.0	383,658.4	33	24	38.0	1
Publicitaria Epoca/Ted Bates	Santiago	750.8	487.1	54.0	5,008.0	3,244.0	54,016.6	360,290.7	27	22	23.0	1
Northcote & Associados a Ogilvy & Mather	Santiago	683.2	N/A	N/A	4,556.8	N/A	49,150.0	327,830.5	30	N/A	N/A	1
Israel & DeBianchi	Santiago	667.8	431.2	55.0	4,453.9	5,073.9	48,040.0	320,426.0	28	27	4.0	1
Matte y Mendez, Saatchi & Saatchi Compton-Chile	Santiago	580.9	397.5	46.0	3,874.9	2,651.4	41,794.3	278,767.8	38	28	36.0	1
Leo Burnett Co.	Santiago	552.0	542.0	2.0	3,679.0	3,615.0	39,700.0	264,799.0	33	26	27.0	1
Hermosilla, Zegers y Cia.	Santiago	501.1	347.5	44.0	3,843.4	2,711.7	36,050.0	276,503.5	26	18	44.0	1
Porta Publicidad Ltda.	Santiago	461.5	257.8	79.0	3,078.1	1,719.8	33,200.0	221,444.0	18	12	50.0	1
Baumlis Publicidad	Santiago	154.0	104.1	48.0	769.0	1,093.7	11,077.0	55,325.4	12	10	20.0	1
COLOMBIA												**Exchange rate: 0.0107 peso**
Leo Burnett Colombia	Bogota	3,615.0	3,109.0	16.0	24,099.0	20,736.8	Ps337,836.0	2.25 bill.	131	129	2.0	1
McCann-Erickson Colombia	Bogota	2,554.1	2,061.0	24.0	17,035.9	13,747.2	238,701.0	1.59 bill.	88	93	– 5.0	N/A
Puma-Compton Colombia	Bogota	2,183.1	1,679.3	30.0	9,923.1	7,633.1	204,026.0	927,388.8	65	65	0.0	2
Atenas/BBDO	Bogota	1,860.0	1,735.7	7.0	10,801.3	9,642.8	173,836.1	1.01 bill.	81	93	– 13.0	N/A
Centrum Publicitario/Ogilvy & Mather	Cali	1,500.0	1,391.0	8.0	8,025.0	6,074.8	135,000.0	750,000.0	85	80	6.0	2
Contacto Publicidad	Cali	1,160.0	1,054.0	10.0	7,730.0	7,010.0	108,300.0	722,000.0	60	69	– 13.0	2
Ponce de Leon Publicidad	Bogota	1,118.9	964.6	16.0	4,554.5	4,052.2	104,572.5	425,657.2	45	65	– 31.0	1
Jaime Uribe & Asociados	Medellin	1,073.5	876.3	23.0	7,156.7	5,842.2	100,327.5	668,850.0	45	43	5.0	1

1985 EDITION

FOREIGN AGENCY INCOME

COLOMBIA-CYPRUS

Agency	City	Gross income 1984	Gross income 1983 ($000)	Per cent change: income	Billings 1984	Billings 1983 ($000)	Gross income 1984 ($000; national currency)	Billings 1984 ($000; national currency)	Employes 1984	Employes 1983	Employes Per cent change	Number offices
Publicidad Artefilme	Cali	691.7	1,087.1	– 36.0	4,613.5	7,251.1	64,643.0	431,169.0	18	N/A	N/A	1
McCann-Erickson/Harrison Publicidad	Bogota	10.1	42.2	– 76.0	67.0	280.0	948.0	6,323.0	N/A	20	N/A	N/A
COSTA RICA												**Exchange rate: 0.0232 colon**
McCann-Erickson Centroamericana	San Jose	836.0	474.0	76.0	5,576.0	3,162.0	C36,039.0	C240,380.0	38	35	9.0	N/A
Publicidad Siboney	San Jose	353.4	212.9	66.0	2,357.1	1,419.3	15,232.0	101,597.0	23	N/A	N/A	1
CURACAO												**Exchange rate: 0.5514 florin**
R.J. Dovale Advertising	Willemstad	202.0	279.6	– 28.0	1,364.1	1,825.6	FL366.3	FL2,441.8	15	15	0.0	1
CYPRUS												**Exchange rate: 1.78 C pound**
Impact/BBDO International	Nicosia	3,600.0	3,200.0	13.0	28,200.0	25,000.0	C£2,016.0	C£15,792.0	115	110	5.0	5

Notes

(Continued from Page 63)

Garratt Baulcombe Associates part of Foote, Cone & Belding Communications.
Primary Contact part of Ogilvy & Mather.
Kirkwood & Partners part of Alliance International Group.
MWK&P is owned 30% by Bozell & Jacobs.
HCM London formerly Marsteller Ltd.
Foster Turner & Benson part of Ogilvy & Mather.
Halton Advertising part of Dorland/DFS Intl.
Kingsway Media Services part of Ogilvy & Mather.
Allen, Brady & Marsh; Gold Greenlees Trott and The Leagas Delaney Partnership figures for these three agencies are AA estimates.

CANADA

Young & Rubicam includes figures for Wunderman and Burson-Marsteller.
Ronalds-Reynolds part of DFS Intl.
Grant Tandy part of BBDO Intl.
Enterprise Advertising Associates part of J. Walter Thompson Group.
Grey Ronalds Smith part of Grey International. 1983 figures are only for six months.
Bozell, Jacobs & Partners is owned 70% by Bozell & Jacobs Inc.

CHILE

Azocar, Morrison, Walter part of J. Walter Thompson Co.
Promoplan part of Ogilvy & Mather Intl.
Israel & DeBianchi part of DFS Intl.

COLOMBIA

Contacto Publicidad part of DFS Intl.
Jaime Uribe gross income for 1984 and 1983 AA estimates.
Publicidad Artefilme part of Foote, Cone & Belding.
Harrison Publicidad, part of McCann-Erickson, suspended operations during 1984.
Ponce de Leon Publicidad part of Affiliated Advertising Agencies Intl.

COSTA RICA

Publicidad Siboney part of Foote, Cone & Belding.

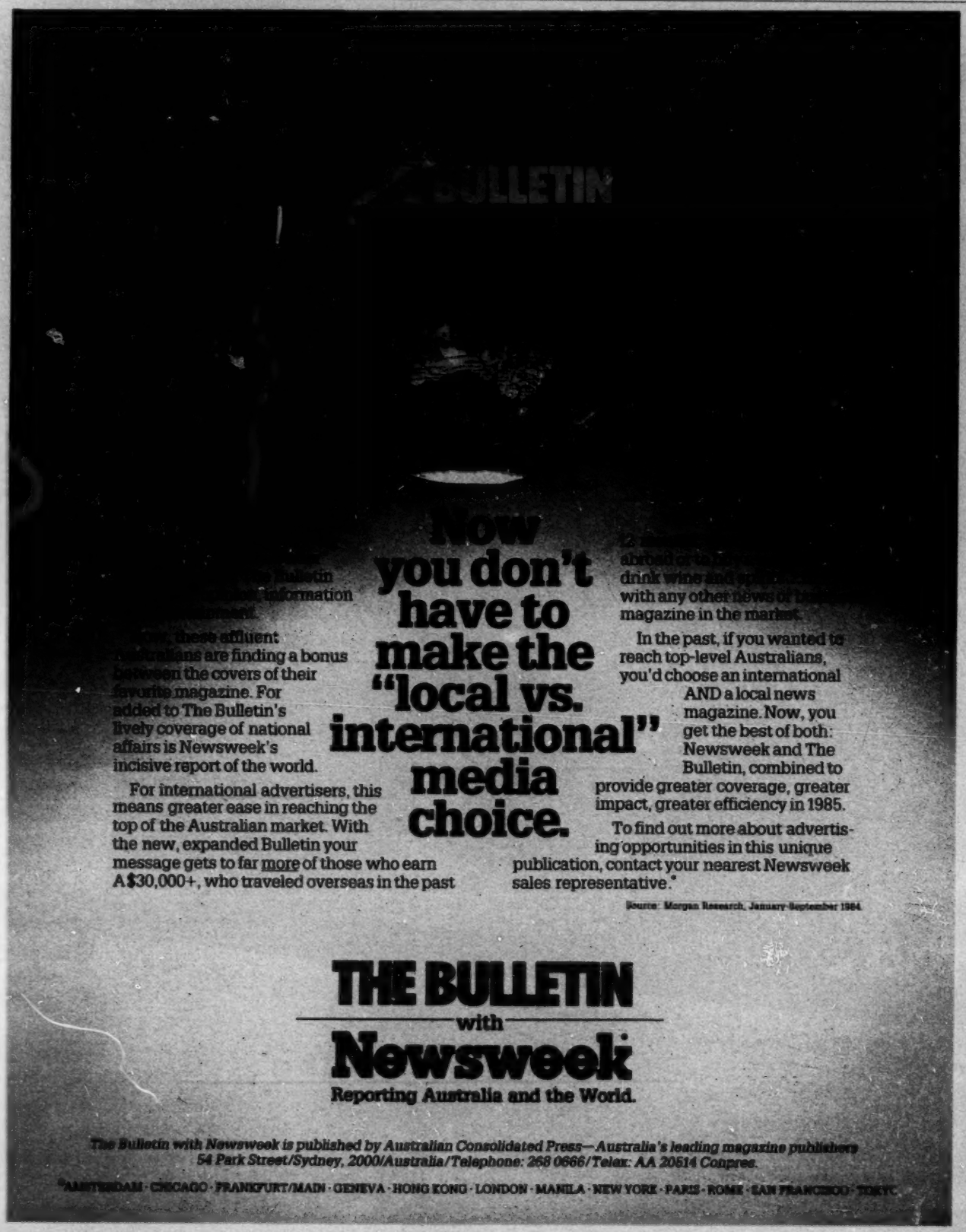
CURACAO

R.J. Dovale Advertising 1984 gross income is AA estimate.

DENMARK

Young & Rubicam Copenhagen includes figures for Cato Johnson and Wunderman.
Promedia part of the Publicis International network.
Bergenholz & Arnesen part of DFS Intl.
Egeberg:Denmark part of Lintas:Denmark since 1984.
Berg & Lyhne Reklamebureau member of Affiliated Advertising Agencies Intl. Gross income for 1984 and 1983

(Continued on Page 69)


BULLETIN
Now you don't have to make the "local vs. international" media choice.
drink wine and
with any other news
magazine in the market.
In the past, if you wanted to reach top-level Australians, you'd choose an international AND a local news magazine. Now, you get the best of both: Newsweek and The Bulletin, combined to provide greater coverage, greater impact, greater efficiency in 1985.
To find out more about advertising opportunities in this unique publication, contact your nearest Newsweek sales representative.*
Source: Morgan Research, January-September 1984.
these affluent Australians are finding a bonus between the covers of their favorite magazine. For added to The Bulletin's lively coverage of national affairs is Newsweek's incisive report of the world.
For international advertisers, this means greater ease in reaching the top of the Australian market. With the new, expanded Bulletin your message gets to far more of those who earn A$30,000+, who traveled overseas in the past
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1985 EDITION **FOREIGN AGENCY INCOME** DENMARK-FINLAND

Agency	City	Gross income 1984	Gross income 1983 ($000)	Per cent change: income	Billings 1984	Billings 1983 ($000)	Gross income 1984 ($000; national currency)	Billings 1984 ($000; national currency)	Employes 1984	Employes 1983	Employes Per cent change	Number offices
DENMARK												Exchange rate: 0.0984 kroner
Ted Bates A/S	Copenhagen	4,704.0	3,759.0	25.0	29,967.0	23,867.0	DKr47,804.0	DKr304,545.0	94	91	3.0	1
scan-ad reklamebureau a/s	Aarhus	3,062.0	1,963.0	56.0	11,407.0	7,500.0	31,116.0	115,929.0	110	88	25.0	6
Young & Rubicam	Copenhagen	2,420.0	1,686.0	44.0	16,141.0	11,246.0	24,587.0	163,992.6	59	46	28.0	1
Lintas:Denmark	Copenhagen	2,403.0	1,564.0	54.0	12,495.0	11,020.0	24,421.0	126,982.0	37	41	– 10.0	1
Ogilvy & Mather Gruppen A/S	Copenhagen	2,371.0	1,816.0	31.0	15,133.0	13,330.0	24,092.0	153,791.0	65	56	16.0	4
Thomas Bergsoe AS	Copenhagen	2,312.4	1,928.6	20.0	14,464.8	12,654.2	23,500.0	147,000.0	56	50	12.0	1
Lyre & Valbo Reklamebureau A/S	Copenhagen	1,384.0	1,137.0	22.0	8,635.0	7,295.0	14,066.0	87,758.0	33	36	– 8.0	1
D'Arcy MacManus Masius A/S	Copenhagen	1,228.0	1,066.0	15.0	9,371.0	7,871.0	12,478.0	95,237.0	38	34	12.0	1
Lockey NCK A/S	Copenhagen	1,180.5	980.0	20.0	7,873.7	6,535.7	11,996.6	80,017.3	28	25	12.0	1
Leo Burnett-Denmark	Copenhagen	1,155.0	1,091.0	6.0	7,703.0	7,277.0	11,742.0	78,319.0	27	24	13.0	1
Promedia	Copenhagen	1,126.4	1,038.1	9.0	7,509.0	6,921.0	11,447.0	76,309.0	24	24	0.0	1
J. Walter Thompson Co. A/S	Copenhagen	1,105.2	903.4	22.0	7,368.2	6,022.8	11,231.5	74,880.1	22	22	0.0	1
Bergenholz & Arnesen	Copenhagen	954.4	825.9	16.0	5,040.1	4,375.8	9,699.1	51,220.2	29	26	12.0	1
NP/Grey	Esg (Aarhus)	922.3	808.3	14.0	6,151.7	5,391.1	9,373.0	62,517.9	23	16	44.0	1
McCann-Erickson A/S	Copenhagen	894.0	678.0	32.0	5,963.0	4,522.0	9,083.0	60,584.0	25	23	9.0	N/A
Grey Denmark	Copenhagen	829.5	862.8	– 4.0	5,532.8	5,754.9	8,430.0	56,228.0	20	20	0.0	1
Gorm Larsen, Benton & Bowles A/S	Copenhagen	822.6	607.5	35.0	5,551.3	4,697.3	8,360.0	56,415.7	20	18	11.0	N/A
Innovation Compton	Copenhagen	789.7	630.7	25.0	10,691.3	8,539.7	8,025.0	108,651.0	23	21	10.0	1
DMM Ipsen & Parmo	Copenhagen	729.0	N/A	N/A	5,847.0	N/A	7,407.0	59,406.0	13	N/A	N/A	1
Egeberg:Denmark	Copenhagen	591.0	551.8	7.0	4,589.0	4,245.0	6,008.0	46,633.0	20	21	– 5.0	1
weber & sorensen reklamebureau a/s	Aarhus	564.3	566.9	– 1.0	3,640.0	3,624.6	5,735.0	36,998.0	23	23	0.0	1
Berg & Lyhne Reklamebureau	Copenhagen	515.1	360.1	43.0	3,434.2	2,401.0	5,235.0	34,900.0	16	14	14.0	1
Foote, Cone & Belding	Copenhagen	420.9	398.2	6.0	2,807.5	2,655.7	4,277.5	28,531.2	11	13	– 15.0	1
Ervaco Kobenhavn A/S	Copenhagen	226.3	206.6	10.0	1,505.5	1,377.6	2,300.0	15,300.0	N/A	7	N/A	1
DOMINICAN REPUBLIC												Exchange rate: 1.00 dollar
Young & Rubicam Damaris	Santo Domingo	2,025.0	2,224.0	– 9.0	13,507.0	14,834.0	2,025.0	13,507.0	76	96	– 21.0	1
McCann-Erickson Dominicana	Santo Domingo	870.0	585.0	49.0	5,803.0	3,902.0	870.0	5,803.0	25	16	56.0	N/A
Leo Burnett Co.	Santo Domingo	300.0	252.0	19.0	2,167.0	1,681.0	300.0	2,167.0	19	12	58.0	1
Publicidad Siboney	Santo Domingo	211.2	131.8	60.0	1,408.5	879.0	211.2	1,408.5	16	N/A	N/A	1
ECUADOR												Exchange rate: 0.0171 sucre
Norlop Thompson Asociados	Guayaquil	1,746.0	1,256.9	39.0	11,646.0	6,799.0	S102,107.0	S681,054.5	92	90	2.0	2
McCann-Erickson (Ecuador)	Guayaquil	1,105.0	714.0	55.0	7,370.0	4,762.0	64,637.0	431,1.9.0	46	43	7.0	N/A
Veritas Publicitaria/Ogilvy & Mather	Guayaquil	755.1	429.7	76.0	4,691.7	3,072.6	44,160.1	274,367.6	36	38	– 5.0	1
Publicidad Artefilme	Guayaquil	740.1	450.5	64.0	4,936.4	3,003.6	43,280.0	288,677.0	35	28	25.0	2
EGYPT												Exchange rate: 1.3611 E pound
Americana Advertising Agency	Guiza	844.7	702.7	20.0	5,631.7	4,684.6	E£620.6	E£4,137.6	94	72	131.0	1
Advertising & Marketing Associates, Leo Burnett	Cairo	411.1	318.5	29.0	2,740.0	2,231.0	302.0	2,014.0	N/A	N/A	N/A	1
EL SALVADOR												Exchange rate: 0.40 colon
McCann-Erickson (El Salvador)	San Salvador	369.0	374.0	– 3.0	2,461.0	2,495.0	C923.0	C6,156.0	22	20	10.0	N/A
ACPU de El Salvador	San Salvador	240.0	225.0	8.0	1,600.0	1,500.0	600.0	4,000.0	8	8	0.0	1
FINLAND												Exchange rate: 0.1693 markka
Oy Liikemainonta-McCann AB	Helsinki	5,266.0	4,792.0	10.0	35,124.0	31,963.0	Fmk31,102	Fmk207,450.0	103	104	– 1.0	N/A
Mainosyhtyma Oy	Helsinki	5,008.6	3,848.2	30.0	37,948.0	31,081.0	29,584.0	224,143.0	162	150	8.0	4
Turkama & Kumppanit Oy Mainostoimisto	Helsinki	4,317.2	3,470.7	24.0	30,253.9	22,674.1	25,500.0	178,700.0	107	93	15.0	1
Markkinointi Viherjuuri Oy	Helsinki	4,012.0	3,207.0	25.0	27,193.0	20,879.0	23,700.0	160,624.0	87	79	10.0	1
Oy Mainos Taucher Reklam	Helsinki	3,974.3	3,254.1	22.0	30,257.2	25,104.7	23,475.0	178,719.0	138	117	18.0	2
Oy Sek AB	Helsinki	3,760.0	3,440.0	9.0	33,670.0	26,980.0	22,200.0	194,900.0	102	103	– 1.0	1
Finnad-Bates Advertising	Helsinki	3,161.2	2,708.7	17.0	21,085.0	18,293.5	18,672.0	124,542.0	81	78	4.0	5
Creator Oy	Helsinki	2,898.3	1,489.8	95.0	24,152.6	12,951.4	17,119.4	142,662.0	23	20	15.0	1
Mainosrengas Oy	Helsinki	2,858.4	2,539.5	13.0	20,417.5	17,592.4	16,883.9	120,599.0	109	98	11.0	1
Lintas Oy	Helsinki	2,662.4	2,335.6	14.0	16,984.8	16,509.8	15,725.7	100,323.7	65	64	2.0	1
MK-mainos oy	Helsinki	1,828.0	1,749.0	8.0	21,276.0	19,726.0	10,800.0	125,669.0	75	70	7.0	2
Tehomainos Advertising	Helsinki	1,716.3	1,699.0	1.0	11,442.2	11,326.0	10,137.8	67,585.1	70	69	1.0	1
Varis Poteri Veistola Oy	Helsinki	1,710.0	1,520.0	13.0	20,250.0	18,640.0	10,100.0	119,600.0	40	41	– 2.0	1
Oy AC-mainos Ab	Helsinki	1,661.8	1,528.3	9.0	12,589.5	11,997.1	9,816.0	74,362.0	57	44	30.0	1
Suomen Ilmoituskeskus Oy Ilmo	Helsinki	1,585.2	1,479.9	7.0	13,554.3	10,208.0	9,363.0	80,061.0	48	39	23.0	2
Kauppamainos Oy	Helsinki	1,506.8	1,032.7	46.0	13,864.0	9,023.7	8,900.0	76,142.0	25	24	4.0	1
Markkinointi Topitorma Oy	Helsinki	1,473.0	1,100.5	34.0	10,646.0	7,705.0	8,700.0	62,880.0	39	33	18.0	1
Ogilvy & Mather Oy	Helsinki	1,365.0	1,247.3	9.0	10,612.5	9,747.4	8,062.9	62,684.6	43	42	2.0	1
Oy Interplan Ab	Helsinki	1,316.4	1,180.8	11.0	10,970.3	9,865.8	7,775.6	64,797.9	45	44	2.0	1
Mainoskentta Oy	Tampere	1,265.9	1,133.0	12.0	8,345.4	7,370.0	7,477.0	49,293.5	37	34	9.0	1
Oy Valotorni Ab	Helsinki	1,173.3	1,130.9	4.0	10,685.9	9,371.2	6,930.2	63,118.3	37	36	3.0	N/A
Oy Ervaco Ab	Helsinki	965.0	778.8	24.0	6,399.5	5,197.5	5,700.0	37,800.0	27	22	23.0	1
Juniormainos Oy	Helsinki	933.9	1,100.5	–15.0	6,070.4	8,126.4	5,516.0	39,400.0	45	43	5.0	1
Mainostoimisto LSM Oy	Turku	869.2	895.0	– 3.0	5,373.0	5,667.0	5,134.0	31,736.0	29	28	4.0	1
D'Arcy MacManus Masius Oy Ab	Helsinki	796.0	617.0	29.0	5,310.0	4,112.0	4,703.0	31,366.0	20	17	18.0	1
Markkinamainos Oy	Helsinki	481.2	336.0	43.0	3,208.0	2,240.0	2,842.5	18,950.0	20	20	0.0	1
Oy Goodwill Ab	Helsinki	378.0	358.6	5.0	2,687.0	2,663.3	2,230.0	15,869.0	10	9	11.0	1
Liikekonsultit Oy	Helsinki	296.2	282.0	5.0	2,769.0	2,392.6	1,749.3	16,355.4	8	7	14.0	1
Mainos H&K Oy	Oulu	199.7	173.8	15.0	1,331.1	1,158.6	1,179.4	7,862.5	16	16	0.0	1

1985 EDITION **FOREIGN AGENCY INCOME** FINLAND-FRANCE

Agency	City	Gross income 1984	Gross income 1983 ($000)	Per cent change: income	Billings 1984	Billings 1983 ($000)	Gross income 1984 ($000; national currency)	Billings 1984	Employes 1984	Employes 1983	Employes Per cent change	Number offices
Ajan Mainos Oy	Helsinki	193.3	287.1	−33.0	1,256.1	1,996.0	1,141.5	7,419.6	7	8	− 13.0	1
Mainos Kunnas Oy	Helsinki	186.2	N/A	N/A	948.1	N/A	1,100.0	5,600.0	N/A	N/A	N/A	1
FRANCE												**Exchange rate: 0.1169 franc**
Publicis Conseil	Paris	42,877.0	32,270.0	33.0	286,059.0	214,103.0	FF366,787.0	FF2.45 bill.	1009	776	30.0	11
Belier	Neuilly	32,160.0	25,905.0	24.0	214,507.0	172,789.0	275,100.0	1.83 bill.	653	548	19.0	25
HCM France	Paris	25,299.0	13,835.0	N/A	168,744.0	92,279.0	216,416.0	1.44 bill.	352	348	1.0	N/A
Roux Seguela Cayzac & Goudard	Paris	23,964.5	19,873.0	21.0	160,153.0	132,097.0	205,000.0	1.37 bill.	N/A	N/A	N/A	N/A
Young & Rubicam France	Paris	13,548.0	14,256.0	− 5.0	90,365.0	95,088.0	115,835.0	772,620.8	340	438	− 22.0	15
Lintas Paris Group	Paris	13,513.2	12,173.7	11.0	92,553.0	82,972.2	115,596.0	791,728.0	197	198	− 1.0	5
Doyle Dane Bernbach S.A.	Paris	13,467.0	11,785.9	14.0	94,106.0	78,618.0	115,200.0	805,016.0	237	247	− 4.0	3
Ecom/Univas	Paris	12,297.9	9,824.3	25.0	82,027.0	65,522.5	105,200.0	701,685.0	229	193	19.0	1
Boulet Dru Dupuy Petit	Paris	8,767.5	3,507.0	150.0	54,943.0	23,380.0	75,000.0	470,000.0	213	80	166.0	N/A
Dupuy Saatchi & Saatchi Compton	Paris	8,709.1	7,540.1	16.0	60,876.3	52,710.2	74,500.0	520,755.0	150	150	0.0	4

Notes

(Continued from Page 65)
is AA estimate.

DOMINICAN REPUBLIC

Publicidad Siboney part of Foote, Cone & Belding Inc.

ECUADOR

Publicidad Artefilme part of Foote, Cone & Belding Inc.

EGYPT

Americana Advertising gross income for 1984 and 1983 is AA estimate.

FINLAND

Turkama & Kumppanit affiliated with Benton & Bowles.
Oy Mainos Taucher Reklam 1984 gross income figures are estimates.
Mainosrengas Oy 1984 gross income figures are AA estimates.
Tehomainos Advertising 1984 gross income figures are AA estimates.
Oy AC-mainos part of DFS Intl.
Oy Interplan 1984 gross income figures are AA estimates.
Topitorma associated with the Publicis international agency network.
Creator Oy 1984 gross income figures are AA estimates.
Markkinamainos Oy gross income figures for both years are AA estimates.
Mainos H&K Oy gross income figures for both years are AA estimates.

FRANCE

Publicis Conseil includes figures for B.C.A., Beverly-Markagri, De Bonneville Orlandini, C.L.V., Edico, Media-System, Mundoprint Topologies, Orexa, Oscar Intermarco, Projectis, Siquier Courcelle and Success.
HCM France is the result of the merger of Marsteller Inc. with Havas Conseil, EUROCOM's lead agency, in September, 1984. The large difference between 1984 and 1983 figures is the result of the acquisition by HCM in 1984 of the Polaris regional network, with offices in Lyon, Lille, Bordeaux, Strasbourg, Toulouse, etc. In 1983 this regional network came under the business responsibility of Futurs Groupe, another EUROCOM group.
Belier Group consists of Belier Conseil, Alice, Taurus, INF.14, Business, Bombe, Strategie, five specialized and five provincial agencies and Promostyl. Belier has an affiliation agreement with Foote, Cone & Belding.
Roux Seguela Cayzac & Goudard figures include Racines, Chevassus Vadon, Glad, Seven, and Motivente.
Young & Rubicam France totals include figures for Wunderman, Cato-Johnson, Sudler & Hennessey and Burson-Marsteller.
Boulet Dru Dupuy Petit opened in May, 1984.
EUROCOM Group includes Futurs Groupe, Bazaine, Fusion, Unicom, Capricorn, Publi-Est, Uniconseil, D-10, Eldorado, Novation, O.P.F., Campagnes and Optima.

(Continued on Page 73)

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80% Makes foreign business trips yearly.

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50% Owns personal investment, and have accounts with brokerages.

75% Attend/ Graduate from college.

79.4% Male. & 20.6% Female. (Median Age 39) = 35-49 are 44%

75% Total business & Industry.

NOTE: These statistics are based on market demographics throughout the world.

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1985 EDITION

FOREIGN AGENCY INCOME

FRANCE-GERMANY

Agency	City	Gross income 1984	Gross income 1983 ($000)	Per cent change: income	Billings 1984	Billings 1983 ($000)	Gross income 1984 ($000; national currency)	Billings 1984 ($000; national currency)	Employes 1984	Employes 1983	Employes Per cent change	Number offices
Futurs Groupe	Neuilly	8,300.0	7,014.0	18.0	55,177.0	46,760.0	71,000.0	472,000.0	185	170	9.0	N/A
Homsy Delafosse & Associes	Paris	8,183.0	5,950.2	38.0	62,703.0	45,637.8	70,000.0	540,000.0	45	44	2.0	8
Ogilvy & Mather	Paris	7,493.1	6,059.2	24.0	49,098.0	42,084.0	64,098.2	420,000.0	134	118	14.0	N/A
O.D.I.C.	Paris	7,306.3	7,949.2	– 8.0	48,732.7	52,955.7	62,500.0	416,875.0	N/A	N/A	N/A	N/A
GEMAP	Paris	7,248.0	4,629.2	57.0	30,610.0	18,587.0	62,000.0	258,000.0	155	113	37.0	15
Ted Bates France	Puteaux	7,220.9	5,859.0	23.0	N/A	N/A	61,770.0	N/A	156	149	5.0	4
Crehalet Foliet Recherches et Publicite	Paris	7,014.0	5,728.1	22.0	46,993.8	38,226.3	60,000.0	402,000.0	85	80	6.0	1
McCann-Erickson	Paris	6,568.0	6,483.0	1.0	43,809.0	43,242.0	56,164.0	374,747.0	123	130	– 5.0	N/A
TBWA France	Paris	6,312.6	5,366.0	18.0	42,084.0	35,187.0	54,000.0	360,000.0	96	99	– 3.0	1
J. Walter Thompson	Paris	5,961.0	5,377.0	11.0	39,742.0	35,848.5	51,000.0	340,017.0	112	100	12.0	1
Synergie Kenyon & Eckhardt	Paris	5,786.0	4,313.0	34.0	46,760.0	35,070.0	49,500.0	400,000.0	107	102	5.0	1
FCB	Paris	5,634.3	4,786.0	18.0	37,581.0	31,923.0	48,198.0	321,481.0	125	94	33.0	2
Bazaine/DFS	Paris	5,280.4	4,231.4	25.0	35,220.0	28,223.2	45,170.0	301,283.0	102	97	5.0	1
Grey	Paris	5,203.8	4,401.2	18.0	34,224.0	29,355.8	44,515.0	292,763.0	101	90	12.0	1
Impact	Paris	5,002.0	5,083.2	– 2.0	33,360.0	33,905.0	42,785.0	285,376.0	100	119	– 16.0	1
CLM/BBDO	Paris	3,898.8	2,755.2	42.0	26,068.0	18,353.3	33,352.0	223,000.0	83	61	36.0	1
D'Arcy MacManus Masius	Paris	3,166.0	3,138.0	1.0	21,106.0	20,924.0	27,081.0	180,549.0	62	68	– 9.0	1
Fusion	Paris	3,086.2	2,536.7	22.0	20,584.7	16,920.0	26,400.0	176,088.0	93	92	13.0	1
GGK International	Paris	2,901.0	2,414.0	20.0	19,350.0	16,100.0	24,803.6	165,442.5	29	20	45.0	2
Leo Burnett Co.	Paris	2,757.0	1,930.7	43.0	18,377.0	12,877.9	23,580.0	157,279.0	64	57	12.0	1
Maime Arnodin, Fayolle International, Associes	Paris	2,747.2	2,454.9	12.0	18,323.5	16,378.0	23,500.0	156,745.0	46	48	– 4.0	1
M.A.O.	Paris	2,583.5	2,279.6	13.0	20,235.4	17,476.6	22,100.0	173,000.0	39	37	5.0	1
R&D Campbell-Ewald	Paris	2,338.0	N/A	N/A	15,594.0	N/A	20,000.0	133,400.0	N/A	N/A	N/A	N/A
Ogilvy Defrenois Direct	Paris	2,310.0	1,558.0	48.0	15,400.0	10,387.0	19,757.0	131,713.0	38	25	52.0	1
Unicom	Cesson Sevigne	1,987.3	1,695.1	17.0	13,255.3	11,306.0	17,000.0	113,390.0	60	60	0.0	3
Benton & Bowles Publicite	Paris	1,873.0	1,543.0	21.0	12,491.0	10,274.0	16,020.0	106,853.0	38	31	23.0	1
Capricorne	Lyon	1,870.4	1,321.0	42.0	12,475.6	8,810.9	16,000.0	106,720.0	48	44	9.0	N/A
Roumagnac & Associes	Paris	1,788.6	1,426.2	25.0	16,950.5	13,092.8	15,300.0	145,000.0	24	24	0.0	N/A
Publi-Est	Metz	1,753.5	1,695.1	34.0	11,695.8	11,306.0	15,000.0	100,050.0	50	58	– 16.0	1
Uniconseil	Lyon	1,636.6	1,461.3	12.0	10,916.1	9,746.5	14,000.0	93,380.0	41	43	– 5.0	1
CPV	Paris	1,620.0	1,300.0	25.0	11,940.0	9,950.0	13,860.0	102,100.0	27	27	0.0	1
D.10	Latresne	1,402.8	1,052.1	33.0	9,356.7	7,017.5	12,000.0	80,040.0	40	40	0.0	2
EDIP	Paris	1,402.8	1,474.2	– 5.0	9,352.0	9,827.7	12,000.0	80,000.0	28	27	4.0	1
Eldorado	Paris	1,402.8	1,192.4	18.0	10,754.8	8,884.4	12,000.0	91,953.0	21	21	0.0	1
Dassas Jaglin Walhain-Needham	Paris	1,344.4	1,110.5	21.0	8,966.2	7,411.5	11,500.0	76,700.0	27	17	59.0	1
Novation	Marseille	1,285.9	724.8	77.0	8,577.0	4,834.3	11,000.0	73,370.0	26	24	8.0	N/A
O.P.F.	Paris	975.0	852.0	14.0	5,202.0	4,734.0	8,340.0	44,500.0	25	22	14.0	1
GMC Ayer, Brains Ayer	Paris	951.3	951.0	0.0	4,919.7	3,950.0	8,138.0	42,085.0	22	26	– 15.0	1
Compar	Neuilly	876.7	709.1	24.0	5,961.9	4,863.0	7,500.0	51,000.0	N/A	13	N/A	N/A
Publi Matignon	Paris	818.3	759.9	8.0	5,459.2	5,061.8	7,000.0	46,700.0	N/A	N/A	N/A	N/A
McCann-Erickson Universal Media	Paris	787.0	N/A	N/A	5,249.0	N/A	6,732.0	44,902.0	10	N/A	N/A	N/A
McCann-Erickson Joannis Schneider Conseil	Paris	517.0	488.0	6.0	3,448.0	3,255.0	4,420.0	29,481.0	10	8	25.0	N/A
Campagnes	Lyon	502.7	444.2	13.0	3,352.8	2,962.9	4,300.0	28,681.0	10	9	11.0	N/A
OCERP	Paris	467.6	420.0	11.0	2,340.0	2,200.0	4,000.0	20,000.0	10	10	0.0	N/A
Optima	Marseille	409.2	379.9	8.0	2,729.0	2,534.1	3,500.0	23,345.0	9	10	– 10.0	N/A
Domino Ketchum	Paris	305.8	246.4	24.0	1,406.5	1,726.0	2,615.7	12,031.8	8	8	0.0	1
Campbell-Ewald Publi-Service	Paris	81.0	72.0	13.0	540.0	480.0	697.0	4,649.0	1	3	– 67.0	N/A
GERMANY												**Exchange rate: 0.3583 mark**
Team/BBDO Group	Duesseldorf	24,175.2	21,919.0	10.0	161,249.0	146,200.0	DM67,472.0	DM450,038.0	410	385	6.0	6
SSC&B Lintas:Germany	Hamburg	23,361.2	23,217.8	1.0	155,896.3	154,749.8	65,200.0	435,100.0	415	445	– 7.0	3
J. Walter Thompson	Frankfurt	23,152.4	20,788.0	11.0	154,356.7	138,593.7	64,617.2	430,803.1	424	394	8.0	8
McCann-Erickson (Germany)	Frankfurt	19,553.0	19,026.0	3.0	130,419.0	126,903.0	54,572.0	363,995.0	374	395	– 5.0	N/A
Grey Duesseldorf	Duesseldorf	14,067.0	12,458.0	13.0	93,825.0	83,054.0	39,260.0	261,862.0	239	220	9.0	4
Ogilvy & Mather Germany	Frankfurt	14,000.0	12,397.2	13.0	93,500.0	82,624.0	39,100.0	260,900.0	252	249	1.0	5
Young & Rubicam	Frankfurt	13,282.0	12,616.0	5.0	88,591.0	84,149.0	37,057.0	247,168.9	256	254	1.0	4
Doyle Dane Bernbach	Duesseldorf	12,376.8	9,951.4	24.0	82,553.0	66,376.0	34,543.0	230,402.0	238	223	7.0	3
D'Arcy MacManus Masius	Hamburg/Frkft	9,494.0	9,966.0	– 5.0	63,338.0	66,470.0	26,503.0	176,775.0	231	215	7.0	2
William Wilkens Werbeagentur	Hamburg	9,371.3	9,334.0	0.4	62,508.0	62,259.0	26,155.0	174,457.0	159	161	1.0	3
Werbeagentur R.W. Eggert	Duesseldorf	9,219.4	8,778.0	5.0	61,493.6	65,330.5	25,731.0	171,626.0	175	175	0.0	N/A
GGK Duesseldorf Werbeagentur	Duesseldorf/Frkft	8,921.0	8,527.5	5.0	59,477.8	56,790.6	24,900.0	166,000.0	152	149	2.0	2
Saatchi & Saatchi Compton	Frankfurt	8,336.0	7,578.0	10.0	55,573.0	50,520.0	23,265.0	155,103.0	144	132	9.0	2
Luerzer, Conrad & Leo Burnett	Frankfurt	8,216.2	7,394.6	11.0	54,775.0	55,034.0	22,931.0	152,950.0	137	134	2.0	1
Publicis Intermarco Farner	Frankfurt	7,262.0	7,118.0	2.0	48,442.0	47,475.0	20,269.0	135,200.0	139	143	– 3.0	5
Ted Bates Werbeagentur	Frankfurt	6,598.0	5,943.5	11.0	44,007.0	39,643.0	18,414.0	122,821.0	124	117	6.0	1
Heye, Needham & Partner	Unterhaching	6,267.0	5,969.3	5.0	41,814.0	39,807.1	17,491.0	116,700.0	115	110	5.0	3
Troost Campbell-Ewald	Dueseldorf	6,155.0	7,557.0	– 19.0	41,054.0	50,405.0	17,178.0	114,577.0	160	177	– 10.0	N/A
FCB Deutschland	Frankfurt	5,896.6	5,642.0	5.0	39,330.5	37,632.0	16,457.2	109,769.7	122	124	– 2.0	3
Scholz & Friends	Hamburg	5,804.5	4,686.6	24.0	38,696.0	31,244.0	16,200.0	108,000.0	65	80	– 19.0	1
Baums, Mang und Zimmermann	Duesseldorf	5,718.5	4,980.4	15.0	38,120.0	32,910.0	15,960.0	106,400.0	83	74	13.0	1
TBWA Germany	Frankfurt	5,659.0	4,855.0	17.0	37,728.0	32,820.0	15,795.0	105,297.0	81	79	3.0	1
Von Mannstein Gruppe	Solingen	5,543.6	4,469.4	24.0	36,976.6	29,810.6	15,472.0	103,200.0	85	67	27.0	4
Intensiv Marketing	Nuernberg	4,872.9	4,729.6	3.0	32,426.2	31,530.4	13,600.0	90,500.0	72	73	– 3.0	3
MWI Markenwerbung International	Hamburg	4,837.1	4,908.7	– 1.0	32,263.0	32,748.0	13,500.0	90,045.0	96	114	– 16.0	1
Copartner Ayer Werbeagentur	Hamburg	4,173.8	3,872.9	8.0	27,839.9	25,833.4	11,649.0	77,700.0	82	78	5.0	2
DFS&R	Munich/Dsldrf	3,727.8	3,654.8	2.0	24,851.7	24,376.6	10,404.0	69,360.0	78	78	0.0	2
HCM/MPW	Duesseldorf	3,650.0	3,400.0	7.0	41,205.0	37,263.0	10,200.0	115,000.0	85	80	6.0	1
Benton & Bowles	Frankfurt	3,590.2	5,387.4	– 33.0	23,946.3	35,933.9	10,020.0	66,833.0	76	125	– 39.0	1
Hildmann Simon Rempen & Schmitz	Duesseldorf	3,332.2	3,009.7	11.0	22,215.0	20,064.8	9,300.0	62,000.0	47	44	7.0	1
Konsell Partners	Frankfurt	3,222.9	3,045.6	6.0	23,935.2	22,752.1	8,995.0	88,802.0	54	56	– 4.0	1

1985 EDITION **FOREIGN AGENCY INCOME** GERMANY-HONDURAS

Agency	City	Gross income 1984	Gross income 1983 ($000)	Per cent change: income	Billings 1984	Billings 1983 ($000)	Gross income 1984 ($000; national currency)	Billings 1984	Employes 1984	Employes 1983	Employes Per cent change	Number offices
Durana Ketchum Werbeagentur	Frankfurt	2,156.2	1,902.6	13.0	14,384.3	12,683.8	6,018.0	40,146.0	22	26	– 15.0	1
IMAA/Die Gilde Werbeagentur	Hamburg	1,850.0	1,784.0	4.0	12,439.0	11,902.0	5,205.0	34,717.0	25	24	4.0	1
Springer Nicolai Jacoby	Hamburg	1,682.2	924.4	82.0	11,214.8	6,162.8	4,695.0	31,300.0	N/A	N/A	N/A	1
Schoen Werbeagentur	Duesseldorf	1,040.0	970.0	7.0	6,920.0	6,450.0	2,900.0	19,300.0	11	12	– 8.0	1
E & P Erdmann & Partner	Duesseldorf	1,932.1	1,861.3	4.0	12,880.9	12,415.1	5,392.5	35,950.0	29	29	0.0	1
McCann-Erickson Universal-Kommunikations	Frankfurt	772.0	513.0	50.0	5,149.0	3,422.0	2,155.0	14,374.0	15	16	– 6.0	N/A
Kastner & Partner	Frankfurt	642.4	543.9	18.0	4,283.0	3,660.0	1,793.0	11,959.0	10	12	– 17.0	1
HCM Frankfurt	Frankfurt	604.0	815.0	– 26.0	4,029.0	5,436.0	1,685.0	11,239.0	13	16	– 19.0	1
Wirz & Hafner Werbeberatung	Frankfurt	470.0	450.0	4.0	3,260.0	3,730.0	1,300.0	9,100.0	9	9	0.0	1
Marcom Advertising	Duesseldorf	161.2	183.0	– 12.0	2,744.2	1,719.0	450.0	4,000.0	4	3	33.0	1
GHANA											**Exchange rate: 0.0338 cedi**	
Lintas Ghana	Accra	103.3	53.0	95.0	627.0	333.0	C3,057.0	C18,560.0	16	16	0.0	1
GREECE											**Exchange rate: 0.0093 drachma**	
Spot/Thompson Advertising	Athens	1,567.0	1,265.0	24.0	13,020.0	9,765.0	Dr168,445.0	Dr1.40 bill.	57	51	12.0	1
Bold Advertising	Athens	1,348.5	952.3	42.0	9,486.0	6,696.0	145,000.0	1.02 bill.	48	45	7.0	1
Ted Bates	Athens	1,062.0	687.9	54.0	7,947.0	4,324.0	114,000.0	757,734.0	50	50	0.0	2
IKON/DD/BBDO	Athens	935.0	944.3	– 1.0	6,236.6	6,407.4	100,540.4	670,604.2	54	60	– 10.0	1
Adel Compton	Athens	808.9	678.9	19.0	5,466.4	4,631.4	86,979.0	587,790.0	37	36	3.0	1
Olympic Advertising	Athens	799.3	590.6	35.0	5,331.6	3,939.0	85,950.0	573,286.5	27	30	– 10.0	1
Alector Advertising	Athens	776.6	662.8	17.0	5,533.5	5,022.0	83,500.0	595,000.0	36	40	– 10.0	1
Euro-Advertising	Athens	766.3	734.7	4.0	5,356.8	5,273.1	82,400.0	576,000.0	49	49	0.0	1
McCann-Erickson (Hellas)	Athens	691.0	436.0	58.0	4,609.0	2,908.0	74,315.0	495,681.0	35	31	13.0	N/A
Lintas Athens	Athens	643.3	527.0	22.0	4,661.6	3,813.0	69,173.0	501,250.0	27	25	8.0	N/A
Gnomi/FCB	Athens	637.2	564.2	13.0	4,250.3	3,763.1	68,519.0	457,022.0	39	43	– 9.0	1
Lamda Alpha Advertising	Athens	522.4	372.2	40.0	2,932.0	2,570.0	53,168.1	315,267.7	21	21	0.0	3
J.N. Leoussis Advertising	Athens	516.2	483.6	7.0	3,255.0	2,976.0	55,500.0	350,000.0	30	28	7.0	N/A
Producta	Athens	502.0	446.2	13.0	3,367.0	2,976.0	54,000.0	362,000.0	N/A	N/A	N/A	1
Leo Burnett Advertising	Athens	439.0	412.6	6.0	2,926.0	3,182.2	47,194.0	314,784.0	34	34	0.0	1
IN Ltd.	Athens	394.1	213.9	84.0	3,219.4	2,059.1	42,378.0	346,172.0	32	28	14.0	1
D'Arcy MacManus Masius, Ergon	Athens	357.6	234.7	52.0	2,232.0	1,655.4	38,450.0	240,000.0	22	22	0.0	1
Grafis Advertising	Athens	308.8	297.6	4.0	2,059.4	2,034.0	33,200.0	221,400.0	22	20	10.0	1
Epsilon-Epsilon	Athens	183.2	152.6	20.0	1,460.1	1,186.3	19,700.0	157,000.0	15	15	0.0	1
Sigma	Athens	166.5	139.4	19.0	1,110.4	929.5	17,900.0	119,393.0	14	17	– 18.0	1
Geo II Advertising	Athens	118.6	N/A	N/A	967.3	N/A	12,753.0	104,015.0	12	N/A	N/A	1
Giad Advertising	Athens	102.5	99.0	4.0	712.1	710.2	11,018.6	76,565.6	16	17	– 6.0	1
GUATEMALA											**Exchange rate: 1.00 dollar**	
APCU Thompson Asociados	Guatemala City	825.0	800.0	3.0	5,500.3	5,333.6	$825.0	$5,500.3	42	42	0.0	1
Publicidad McCann-Erickson	Guatemala City	668.0	741.0	–10.0	4,456.0	4,942.0	668.0	4,456.0	39	29	34.0	N/A
Publimerca S.A.	Guatemala City	396.5	335.0	18.0	1,927.0	1,675.0	396.5	1,927.0	20	21	– 5.0	1
Publicidad Siboney	Guatemala City	354.2	222.9	59.0	2,362.9	1,487.0	354.2	2,362.9	29	N/A	N/A	1
HONDURAS											**Exchange rate: 0.4992 lempira**	
McCann-Erickson Centroamericana	Tegucigalpa	401.4	269.1	49.0	2,675.0	1,794.0	L804.0	L5,363.0	21	17	24.0	N/A

Top 15 agency world groups

	Agency	Gross income	Billings
1.	Interpublic Group of Cos.[1]	$671.3	$4.48 bill.
2.	JWT Group[2]	528.3	3.52 bill.
3.	Young & Rubicam	480.1	3.20 bill.
4.	Dentsu Inc.	468.4	3.48 bill.
5.	Saatchi & Saatchi PLC	426.2	2.39 bill.
6.	Ted Bates Worldwide	424.4	2.84 bill.
7.	Ogilvy & Mather Intl.	421.0	2.89 bill.
8.	BBDO Intl.	340.0	2.28 bill.
9.	Foote, Cone & Belding	268.5	1.80 bill.
10.	Leo Burnett Co.	253.5	1.73 bill.
11.	Grey Advertising	224.2	1.50 bill.
12.	Doyle Dane Bernbach Intl.	218.3	1.51 bill.
13.	D'Arcy MacManus Masius	198.6	1.34 bill.
14.	Hakuhodo Intl.	197.7	1.50 bill.
15.	EUROCOM Network[3]	195.5	1.28 bill.

[1]**Interpublic Group of Cos.** a holding company for McCann-Erickson Worldwide, SSC&B:Lintas, Marschalk Campbell-Ewald and Dailey Intl. Group. [2]**JWT Group** a holding company whose principal subsidiary is J. Walter Thompson Co.
[3]**EUROCOM Network** includes the EUROCOM group and four affiliated agencies.
Gross income figures are given in millions ($).

Source: compiled by *Advertising Age*.

John Wolfe, assistant international editor, and Ilse Cermak, international copy editor, coordinated the International Agency of the Year and Foreign Agency Income reports, along with Ellen Mardock, a free-lance designer.

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1985 EDITION **FOREIGN AGENCY INCOME** HONDURAS-ITALY

Agency	City	Gross income 1984	Gross income 1983 ($000)	Per cent change: income	Billings 1984	Billings 1983 ($000)	Gross income 1984 ($000; national currency)	Billings 1984	Employes 1984	Employes 1983	Employes Per cent change	Number offices
APCU de Honduras	Tegucigalpa	250.0	225.0	11.0	1,665.0	1,500.0	500.0	3,330.0	14	13	8.0	1
HONG KONG												Exchange rate: 0.1279 HK dollar
Leo Burnett Ltd.	Hong Kong	3,688.0	2,922.3	26.0	24,589.0	19,491.4	HK$28,838.0	HK$192,349.0	123	120	3.0	1
Ogilvy & Mather (HK)	Hong Kong	3,549.9	2,705.5	31.0	23,677.9	18,046.0	27,755.4	185,128.6	111	98	13.0	1
DYR Ltd.	Hong Kong	2,699.0	N/A	N/A	18,002.0	N/A	21,102.8	140,775.6	95	N/A	N/A	2
Ted Bates	Hong Kong	2,600.0	2,284.2	14.0	17,000.0	15,348.0	20,500.0	135,000.0	96	88	9.0	1
McCann-Erickson Ltd.	Hong Kong	2,197.0	1,997.0	10.0	14,654.0	13,320.0	17,177.0	114,571.0	92	94	– 2.0	N/A
Far East Advertising	Hong Kong	1,320.0	1,559.0	4.0	9,473.0	9,393.0	12,669.0	74,065.0	108	108	0.0	3
J. Walter Thompson Co.	Hong Kong	1,434.4	931.3	54.0	9,563.4	6,208.8	11,215.3	74,772.7	52	49	6.0	1
Meridian Hong Kong	Hong Kong	1,421.6	994.3	43.0	9,447.2	6,632.0	11,114.8	74,098.4	28	28	0.0	1
Tse, Needham & Standard Advertising	Hong Kong	1,302.0	1,250.5	4.0	8,684.0	8,340.7	10,180.0	67,900.0	64	58	10.0	1
People & Grey Advertising	Hong Kong	1,231.7	924.3	33.0	8,211.2	6,162.2	9,630.0	64,200.0	45	40	13.0	1
Doyle Dane Bernbach HK Ltd.	Hong Kong	1,158.3	886.2	31.0	6,311.6	4,384.6	9,056.0	49,348.2	47	45	4.0	1
Saatchi & Saatchi Compton	Hong Kong	1,027.3	457.3	125.0	6,848.6	2,950.3	8,032.0	53,546.7	32	32	0.0	1
Far East-Ketchum Advertising	Hong Kong	768.0	761.0	1.0	4,461.9	4,710.2	6,005.0	34,886.0	35	30	17.0	1
D'Arcy MacManus Masius	Hong Kong	766.0	582.0	32.0	5,655.0	4,146.0	5,992.0	44,219.0	38	38	0.0	1
Modern Advertising	Hong Kong	760.0	670.0	13.0	5,100.0	4,500.0	5,950.0	39,780.0	31	29	7.0	1
Foote, Cone & Belding	Hong Kong	756.8	701.4	8.0	5,047.5	4,678.3	5,916.8	39,464.8	41	38	8.0	1
3A Publicity 'N Promotions	Hong Kong	716.0	355.0	102.0	4,090.0	2,370.0	5,590.0	31,900.0	25	N/A	N/A	N/A
SSC&B:Lintas	Hong Kong	701.0	460.0	52.0	5,124.0	3,092.0	5,479.0	40,062.0	23	19	21.0	1
Kenyon & Eckhardt	Hong Kong	610.6	774.5	– 27.0	4,072.4	5,166.0	4,773.7	31,840.6	44	51	– 16.0	N/A
Results Ltd.	Hong Kong	598.5	489.8	22.0	3,992.0	3,267.3	4,679.4	31,211.6	27	24	13.0	1
BBDO Hong Kong Ltd.	Hong Kong	553.1	597.6	– 7.0	3,946.5	4,051.9	4,324.1	30,856.4	33	32	3.0	1
Chuo Senko Advertising	Hong Kong	517.0	402.8	28.0	3,843.4	2,716.9	4,042.0	30,050.0	18	19	– 5.0	1
Laykin Communications	Hong Kong	240.0	N/A	N/A	303.0	N/A	N/A	N/A	4	N/A	N/A	2
ICELAND												Exchange rate: 0.0345 kroner
Olafur Stephensen Advertising	Reykjavik	669.4	565.8	18.0	1,522.4	879.3	IKr19,402.9	IKr44,126.3	25	24	4.0	2
INDIA												Exchange rate: 0.0905 rupee
Hindustan Thompson Associates	Bombay	4,315.5	3,780.2	14.0	28,771.4	25,202.5	Rs47,685.0	Rs317,915.9	676	633	7.0	5
Lintas India Ltd.	Bombay	3,219.4	2,935.0	10.0	21,474.0	19,576.0	35,573.0	237,272.0	234	216	8.0	4
Ogilvy Benson & Mather	Bombay	1,992.0	1,702.3	17.0	13,283.0	11,352.7	22,006.0	146,778.0	281	283	– 1.0	5
Rediffusion Advertising Ltd.	Bombay	1,677.9	1,086.0	55.0	11,222.0	7,240.0	18,540.0	124,000.0	113	94	20.0	5
Advertising & Sales Promotion Co.	New Delhi	1,633.8	1,426.6	15.0	9,080.7	7,783.0	18,053.0	100,339.0	297	284	5.0	7
Ulka Advertising	Bombay	1,493.3	1,221.8	22.0	9,955.0	8,145.0	16,500.0	110,000.0	264	237	11.0	4
R.K. Swamy Advertising Associates	Madras	1,360.0	950.0	20.0	9,050.0	6,335.0	15,000.0	100,000.0	196	190	3.0	5
Jaisons Advertising	Bombay	1,359.1	1,021.9	33.0	8,586.7	6,441.5	15,017.4	94,880.5	161	148	9.0	8
Everest Advertising	Bombay	1,292.9	1,128.2	15.0	8,623.8	7,525.1	14,286.5	95,291.0	186	180	3.0	4
Grant Kenyon & Eckhardt	Bombay	824.9	836.4	– 1.0	5,499.5	5,575.8	9,115.0	60,766.7	114	143	– 20.0	4
daCunha Associates	Bombay	660.0	520.0	27.0	4,160.0	3,380.0	7,293.0	45,968.0	46	43	7.0	N/A
IMAA/Newfields Advertising	New Delhi	327.5	314.9	4.0	2,183.6	2,099.6	3,619.2	24,128.0	77	75	3.0	5
INDONESIA												Exchange rate: 0.0009 rupiah
Lintas Jakarta	Jakarta	1,855.0	1,233.1	52.0	12,373.0	8,158.0	Rup2.06 bill.	Rup13.75 bill.	72	65	11.0	1
P.T. Bates Mulia Indonesia	Jakarta	990.0	900.0	10.0	6,930.0	6,300.0	1.10 bill.	7.70 bill.	50	54	– 7.0	1
Matari Inc.	Jakarta	874.0	900.0	– 3.0	5,826.6	6,014.9	971,108.1	6.47 bill.	174	172	1.0	8
P.T. Perwanal Dinamika Mulya Mandiri	Jakarta	394.0	244.0	61.0	2,300.7	1,525.6	437,734.1	2.56 bill.	36	34	6.0	1
UMM-Thompson	Jakarta	368.8	162.8	127.0	2,459.1	1,085.2	409,826.0	2.73 bill.	34	27	26.0	1
Relata Publika	Jakarta	144.0	216.0	– 33.0	1,500.0	1,400.0	160,000.0	1.67 bill.	51	33	55.0	2
IRELAND												Exchange rate: 1.105 pound
McConnells Advertising	Dublin	2,439.2	2,008.1	21.0	16,261.5	15,386.5	I£2,207.4	I£14,716.3	98	86	14.0	2
Arks Ltd.	Dublin	1,576.3	1,404.8	12.0	10,508.5	9,404.8	1,426.5	9,510.0	48	50	– 4.0	1
O'Kennedy-Brindley	Dublin	1,503.7	N/A	N/A	8,353.8	N/A	1,360.8	7,560.0	50	N/A	N/A	1
Wilson Hartnell Advertising & Marketing	Dublin	1,444.4	1,467.5	– 2.0	7,785.8	8,247.8	1,307.1	7,048.7	59	63	– 6.0	1
Doherty Advertising	Dublin	1,365.0	1,674.3	– 18.0	9,100.0	11,161.9	1,515.2	10,101.3	N/A	N/A	N/A	N/A
Bell Advertising	Dublin	1,225.7	1,111.0	10.0	6,890.2	6,235.5	1,109.2	6,153.9	41	46	– 11.0	1
Hunter Advertising	Dublin	1,153.6	N/A	N/A	6,409.0	N/A	1,044.0	58,000.0	31	N/A	N/A	1
Brian Cronin & Associates	Dublin	1,096.1	1,048.5	5.0	7,307.1	6,990.2	991.9	6,612.8	23	25	– 8.0	1
O'Keeffes	Dublin	1,062.5	1,030.3	3.0	6,418.3	5,952.3	961.6	5,808.4	27	28	– 4.0	2
Young Advertising	Dublin	862.0	696.0	24.0	5,746.0	4,641.0	780.0	5,200.0	32	32	0.0	1
ISRAEL												Exchange rate: 0.006 shekel
Bing Linial Advertising	Tel Aviv	1,031.0	1,268.8	N/A	6,860.0	8,458.4	171,840.8	1.15 bill.	40	56	– 29.0	2
May-Tal Associated Advertising Services	Tel Aviv	337.5	1,031.0	N/A	2,250.0	6,873.0	Sh56,250.0	Sh375,000.0	14	25	– 44.0	1
ITALY												Exchange rate: 0.006 lira
McCann-Erickson Italiana	Milan	14,893.0	12,388.0	21.0	99,336.0	82,628.0	IL24.82 bill.	IL165.56 bill.	250	236	6.0	N/A
J. Walter Thompson Italia	Milan	12,144.8	9,268.9	31.0	80,969.6	61,795.8	20.24 bill.	134.95 bill.	194	176	10.0	2
Foote, Cone & Belding	Milan	9,992.6	6,857.2	46.0	67,267.7	45,737.3	16.65 bill.	112.11 bill.	183	162	13.0	2
Armando Testa	Turin	9,900.0	7,140.0	39.0	69,600.0	48,360.0	16.50 bill.	116.00 bill.	189	166	14.0	3
Young & Rubicam Italia	Milan	9,454.0	7,175.0	32.0	63,058.0	47,857.0	15.80 bill.	105.10 bill.	153	124	23.0	2
Italia/BBDO	Milan	8,640.0	6,840.0	26.0	57,600.0	45,600.0	14.40 bill.	96.00 bill.	92	97	– 5.0	7

*With Israeli agencies, AA altered its procedure of determining an agency's "real growth" (applying 1984 exchange rate to 1983 returns) because it primarily shows the impact of inflation in that economy. Dollar figures for 1983 are based on the average annual exchange rate for that year.

1985 EDITION **FOREIGN AGENCY INCOME** ITALY

Agency	City	Gross income 1984	Gross income 1983 ($000)	Per cent change: income	Billings 1984	Billings 1983 ($000)	Gross income 1984 ($000; national currency)	Billings 1984 ($000; national currency)	Employes 1984	Employes 1983	Per cent change	Number offices
Ata Univas	Milan	8,112.9	6,697.1	21.0	54,113.1	44,669.9	13.52 bill.	90.19 bill.	105	107	– 2.0	3
TBWA Italia	Milan	6,750.0	5,346.0	26.0	45,000.0	38,400.0	10.20 bill.	75.00 bill.	104	104	0.0	2
SSC&B:Lintas Worldwide Italy	Milan	5,800.0	5,363.3	8.0	40,788.1	38,478.2	9.67 bill.	67.98 bill.	116	113	3.0	1
Livraghi, Ogilvy & Mather	Milan	5,473.2	2,824.8	94.0	36,307.2	18,704.0	9.12 bill.	60.51 bill.	104	71	46.0	2
Benton & Bowles Italy	Milan	5,428.1	3,921.5	38.0	36,205.7	26,156.1	9.05 bill.	60.34 bill.	108	99	9.0	3
Milano & Grey	Milan	5,344.0	3,816.0	40.0	36,660.0	27,271.2	8.89 bill.	61.10 bill.	81	73	11.0	2
Consumer Benefit Communication	Milan	4,776.0	3,451.2	38.0	31,860.0	23,010.0	7.96 bill.	53.10 bill.	67	62	8.0	2
Saatchi & Saatchi Compton Italia	Milan	4,769.8	3,663.0	30.0	31,800.0	24,420.0	7.95 bill.	53.00 bill.	90	75	20.0	2
Canard Advertising	Turin	4,200.0	3,666.0	15.0	30,000.0	25,800.0	7.00 bill.	50.00 bill.	N/A	N/A	N/A	1
Leader Pubblicita & Marketing	Florence	3,360.0	2,820.0	19.0	21,000.0	17,580.0	5.60 bill.	35.00 bill.	56	58	– 3.0	2
P&T Needham	Milan	3,060.0	2,520.0	21.0	19,800.0	15,480.0	5.10 bill.	33.00 bill.	43	40	8.0	3
Ted Bates & Co.	Milan	3,045.0	1,743.0	75.0	24,037.0	12,821.0	5.07 bill.	40.06 bill.	52	34	53.0	1
Publinter Ayer	Milan	2,823.6	2,496.0	13.0	21,294.0	16,641.6	4.71 bill.	35.49 bill.	44	61	– 28.0	2
Leo Burnett Co.	Milan	2,816.0	1,965.9	43.0	18,776.0	13,110.8	4.69 bill.	31.31 bill.	56	47	19.0	1

Notes

(Continued from Page 69)

Homey Delafosse & Associes consists of Decider's, Paradise, Publi Mastignon, O.D.I.C. (an agency in which Homey Delafosse acquired a majority interest in 1984), Synecom Conseil, Profilco, Synecom Media, Inter Promotion.
GEMAP consists of 15 regional agencies and a Zurich, Switzerland, office.
Ted Bates S.A. does not provide billing figures.
Impact part of Foote, Cone & Belding.
R&D Campbell-Ewald. Interpublic Groups of Cos. has 25% equity.
CPV affiliated with Kenyon & Eckhardt Intl.
Compar part of Saatchi & Saatchi Compton Worldwide.
McCann-Erickson Universal Media was newly formed in 1984.
Ocerp part of Affiliated Advertising Agencies Intl.

GERMANY

Team/BBDO Group includes figures for BBDO/Telecom, IMPARC, Koenigsteiner Gruppe, Selection, Eller & Riemel/BBDO and Team Direct.
J. Walter Thompson GmbH includes figures for JWT Frankfurt, Duesseldorf, Hamburg, ProService, T&A Werbeagentur and Basisresearch Institut fuer Marketing, Motiv und Werbeforschung in Frankfurt and Duesseldorf and JWT Corporate Communications in Frankfurt.
Ogilvy & Mather Germany includes figures for Heumann, Ogilvy & Mather, Ogilvy & Mather Direkt, Frankfurt and Hamburg and O&M Focus and O&M, Duesseldorf.
Young & Rubicam includes figures for Wunderman, Cato Johnson, Sudler & Hennessey and Burson-Marsteller.
Doyle Dane Bernbach includes figures for DDB Munich and Duesseldorf and Drescher, Heine, Rapp & Collins.
R.W. Eggert signed a nonequity agreement with DYR in November, 1984.
GGK Duesseldorf includes figures for its Frankfurt office.
Heye, Needham & Partner includes figures for its Duesseldorf and Hamburg offices.
Von Mannstein Gruppe includes Von Mannstein advertising, medical innovation and political communication. Offices also in Duesseldorf, Munich and Paris.
MWI Markenwerbung part of Foote, Cone & Belding.
HCM/MPW formerly M.P.W. Univas.
Kastner & Partner part of Kenyon & Eckhardt Intl.
HCM Frankfurt formerly Marsteller Intl.
Wirz & Hafner Werbeberatung part of Wirz Holding, Zurich.
Marcom Advertising part of Kenyon & Eckhardt Intl.

GREECE

Producta part of the EUROCOM/-Univas agency network.
Geo II Advertising opened on Sept. 1, 1984.

GUATEMALA

APCU Thompson Asociados, Guatemala City, part of the JWT Group, and head office of the APCU Group with offices in six Central American countries.
Publicidad Siboney part of Foote, Cone & Belding Inc.
Publimarca affiliated with N W Ayer.

HONG KONG

DYR Ltd. opened July 1, 1984.
Meridian Hong Kong part of Ogilvy & Mather Intl.
Results Hong Kong part of Ogilvy & Mather Intl.

INDIA

Everest Advertising affiliated with Saatchi & Saatchi Compton Worldwide.

INDONESIA

P.T. Perwanal Dinamika Mulya Mandiri affiliated with D'Arcy MacManus Masius.
Reista Publika part of Grey Advertising.

IRELAND

McConnells Advertising gross income figures for 1984 and 1983 are AA estimates.
Arks Ltd. member of Alliance International Group. Gross income figures for 1984 and 1983 are AA estimates.
O'Kennedy-Brindley part of Saatchi & Saatchi Compton Worldwide.
Wilson Hartnell Advertising 1984 figures are for an 11-month period ending Dec. 31, 1984.
Doherty Advertising includes figures for Padbury Advertising. Gross income for 1984 and 1983 is AA estimate.
Bell Advertising 1984 figures are for an 11-month period ending Dec. 31, 1984.
Hunter Advertising part of Saatchi & Saatchi Compton Worldwide.
Brian Cronin gross income for 1984 and 1983 is AA estimate.

ITALY

Young & Rubicam Italia figures include Cato-Johnson and Burson-Marsteller.
Consumer Benefit Communication part of D'Arcy MacManus Masius.
P&T Pubblicita e Marketing part of Needham Harper Worldwide.
S Communications part of Dorland/-DFS Intl.
INTHA-HCM formerly INTHA Univas.
Pubbli Dan Wirz part of Wirz Holding, Zurich.

JAPAN

Asatsu affiliated with BBDO Intl.
J. Walter Thompson Japan Group includes figures for Japan Market Research and Enterprise Agency Japan.
Yomiko Advertising member of Affiliated Advertising Agencies Intl.
Meitsu Advertising part of Kenyon & Eckhardt Intl.
Standard Advertising affiliated with Needham Harper Worldwide.
Dai-Ichi Tsushin-Sha gross income for 1984 and 1983 is AA estimate.

LEBANON

Intermarkets S.A.L. local currency figures are not given because returns from eight Middle East offices—Bahrain, Kuwait, Dubai, Egypt, Jordan, Syria, Qatar and Oman—and London are dollar-consolidated at the corporate level.

MALAYSIA

Wings Creative Consultants affiliated with BBDO Intl.
Flagbearer Meridian Advertising part of Ogilvy & Mather Intl.
Grant Advertising affiliated with Kenyon & Eckhardt Intl.

MALTA

BPC International gross income for 1984 and 1983 is AA estimate.

MEXICO

Noble y Asociados part of Benton & Bowles.
Iconic part of DFS Intl.
Maqueda, Gibert/Publicidad part of Foote, Cone & Belding Inc.

NETHERLANDS

Ogilvy & Mather (Nederland) figures include O&M Direct, O&M Rotterdam and GDR/O&M.
Young & Rubicam includes in gross income figures for Wunderman, Cato Johnson and Burson-Marsteller.
Prad B.V. part of the Alliance International Group.
Prins, Meijer, Stamenkovits & van Walbeek is part of Y&R, which holds 40% equity.
Saatchi & Saatchi Compton includes figures for Recla Janssens.
PPGH/Moussault part of BBDO Intl.
HCM NPO formerly NPO Univas.
Foote, Cone & Belding includes figures for Hammerschmidt/FCB and the former NCK/Netherlands.
Paradies Advertising part of BBDO.
Push B.V. became part of Grey network in 1984.
Allick B.V. member of Affiliated Advertising Agencies Intl.

NEW ZEALAND

Colenso Communications part of BBDO Intl.
JIW Needham (J. Inglis Wright) part of Needham Harper Worldwide.
MDA Mackay King Advertising part of Kenyon & Eckhardt Intl.
Rialto Advertising part of BBDO Intl.
Atelier Advertising part of BBDO Intl.

NORWAY

Bates-gruppen a/s figures include AB Bates, Heltberg Creative Service, BAB Bates, Birkelid & Lunde, Bates Sor, Samfunnskontakt, Selektiv Markedsforing, Ottesen Bates, Ekko-Bates and Bates Direct Marketing.
Lund & Lommer part of DFS Intl.
Scaneco-Young & Rubicam is 50% owned by Y&R.
Klar Tale part of Saatchi & Saatchi

(Continued on Page 75)

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1985 EDITION **FOREIGN AGENCY INCOME** ITALY-MALAYSIA

Agency	City	Gross income 1984	Gross income 1983 ($000)	Per cent change: income	Billings 1984	Billings 1983 ($000)	Gross income 1984 ($000; national currency)	Billings 1984 ($000; national currency)	Employes 1984	Employes 1983	Employes Per cent change	Number offices
MAC S.p.A.	Milan	2,806.7	2,445.5	15.0	18,720.0	19,879.9	4.68 bill.	31.20 bill.	45	36	25.0	1
CPV, Kenyon & Eckhadt Italiana	Milan	2,738.3	2,499.0	10.0	18,120.0	17,340.0	4.56 bill.	30.20 bill.	55	60	– 8.0	3
B Communications	Milan	2,672.2	2,226.7	20.0	21,175.8	17,541.4	4.45 bill.	35.29 bill.	40	41	– 2.0	1
D'Arcy MacManus Masius	Milan/Rome	2,425.7	2,649.7	– 8.0	16,287.4	17,673.5	4.04 bill.	27.15 bill.	48	49	– 2.0	2
Intha-HCM	Turin	2,016.0	1,848.0	9.0	14,580.0	13,380.0	3.36 bill.	24.30 bill.	43	40	8.0	2
Troost Campbell-Ewald	Milan	1,664.0	2,214.0	– 25.0	11,099.0	14,767.0	2.77 bill.	18.50 bill.	25	43	– 42.0	N/A
Publicis Milano	Milan	1,377.0	1,194.0	15.0	9,795.0	7,964.0	2.30 bill.	16.33 bill.	26	23	13.0	1
GGK Milano	Milan	947.4	748.2	27.0	6,930.0	4,980.0	1.58 bill.	11.55 bill.	9	10	– 10.0	1
Doyle Dane Bernbach Italia	Milan	883.0	1,153.0	– 23.0	5,884.0	7,686.0	1.47 bill.	9.80 bill.	17	20	– 15.0	1
Dorland Italiana	Milan	750.0	618.0	21.0	5,000.0	4,120.0	1.25 bill.	8.33 bill.	31	30	3.0	2
Emmer	Rome	720.0	529.2	36.0	4,801.8	3,923.3	1.20 bill.	8.00 bill.	14	15	– 7.0	1
Pubbli Dan Wirz	Milan	660.0	642.0	3.0	4,620.0	4,500.0	1.10 bill.	7.70 bill.	13	19	– 32.0	4
CCP Milano	Milano	450.0	300.0	50.0	4,200.0	3,400.0	750,000.0	7.00 bill.	14	11	27.0	1
CGSS, Kenyon & Eckhardt	Turin	288.0	179.2	61.0	11,155.0	10,500.0	480,000.0	18.59 bill.	25	N/A	N/A	1
IVORY COAST												**Exchange rate: 0.0024 CFA franc**
Lintas Abidjan	Abidjan	108.1	N/A	N/A	481.1	N/A	CFA45,035.0	CFA200,461.0	12	N/A	N/A	1
JAMAICA												**Exchange rate: 0.305 J dollar**
Paisley, Kelly, Kenyon & Eckhardt	Kingston	858.4	654.2	31.0	5,722.4	4,361.2	J$2,814.3	J$18,761.9	28	25	12.0	1
Dunlop Corbin Compton Associates	Kingston	858.2	554.3	55.0	5,724.1	3,697.3	2,813.7	18,767.4	34	31	10.0	1
McCann-Erickson (Jamaica)	Kingston	802.0	501.0	60.0	5,349.0	3,342.0	2,630.0	17,542.0	36	39	– 8.0	N/A
Lindo/Foote, Cone & Belding	Kingston	339.6	250.0	36.0	2,264.9	1,666.6	1,113.3	7,425.8	26	22	18.0	1
JAPAN												**Exchange rate: 0.0042 yen**
Dentsu Inc.	Tokyo	468,355.0	440,384.0	6.4	3.48 bill.	3.23 bill.	Y111.51 bill.	Y828.28 bill.	5,582	5,582	0.0	37
Hakuhodo Inc.	Tokyo	197,651.0	181,316.0	9.0	1.50 bill.	1.36 bill.	47.06 bill.	357.45 bill.	2,805	2,685	4.5	18
Daiko Advertising	Osaka	59,482.0	59,419.5	0.1	475,856.0	475,356.0	14.16 bill.	113.30 bill.	1,397	1,436	– 2.7	37
Dai-Ichi Kikaku	Tokyo	58,609.0	49,472.0	18.5	416,767.0	364,596.0	13.95 bill.	99.23 bill.	531	507	5.0	11
Tokyu Advertising Agency	Tokyo	53,908.5	50,855.3	6.0	434,538.7	391,645.7	12.84 bill.	103.46 bill.	694	657	5.6	5
Yomiko Advertising	Tokyo	43,463.8	39,347.2	10.4	260,103.5	241,232.7	10.35 bill.	61.93 bill.	710	700	1.4	15
McCann-Erickson Hakuhodo	Tokyo	32,125.0	29,819.0	8.0	214,274.0	198,893.0	7.65 bill.	51.02 bill.	486	494	– 2.0	N/A
Asatsu, Inc.	Tokyo	31,500.0	29,383.0	7.2	245,956.2	226,144.8	7.50 bill.	58.56 bill.	530	490	8.2	12
Asahi Advertising	Tokyo	30,058.0	30,235.0	– 1.0	193,496.0	195,190.0	7.16 bill.	46.07 bill.	855	890	– 4.0	29
Dai-Ichi Advertising	Tokyo	25,540.0	25,410.0	1.0	184,069.0	177,568.0	6.08 bill.	43.83 bill.	523	513	2.0	10
DMM/Man Nen Sha	Tokyo	24,019.0	N/A	N/A	160,376.0	N/A	5.72 bill.	43.81 bill.	480	N/A	N/A	3
Chuo Senko Advertising	Tokyo	23,600.0	22,700.0	4.0	153,000.0	146,400.0	5.62 bill.	36.44 bill.	320	310	3.0	9
Orikomi Advertising	Tokyo	18,607.9	19,344.0	– 4.0	168,580.6	168,731.0	4.43 bill.	40.14 bill.	364	374	– 3.0	5
Man-Nen-Sha	Osaka	17,563.7	16,730.2	5.0	233,373.1	226,281.4	4.18 bill.	55.57 bill.	498	489	2.0	12
Kyodo Advertising	Tokyo	17,016.1	16,052.4	6.0	113,440.3	107,016.0	4.05 bill.	27.01 bill.	388	370	5.0	9
Nihon Keizaisha Advertising	Tokyo	16,440.8	14,504.7	13.0	100,541.8	88,083.9	3.91 bill.	23.94 bill.	431	393	10.0	10
J. Walter Thompson Japan Group	Tokyo	16,272.5	15,418.4	6.0	108,488.7	102,794.3	3.87 bill.	25.83 bill.	319	291	10.0	4
Meitsu Advertising	Tokyo	13,217.0	11,827.0	12.0	85,294.0	73,462.0	3.15 bill.	20.31 bill.	265	255	4.0	7
Nippo Marketing & Advertising	Tokyo	13,167.0	10,496.0	25.0	87,780.0	69,972.0	3.14 bill.	20.90 bill.	230	N/A	N/A	5
DYR K.K.	Tokyo	11,934.0	11,153.0	8.0	79,605.0	74,391.0	2.84 bill.	18.95 bill.	227	211	8.0	1
Tokyu Agency International	Tokyo	11,091.6	11,130.4	– 1.0	87,863.3	88,086.3	2.64 bill.	20.92 bill.	214	188	14.0	2
Osaka Yomiuri Advertising	Osaka	10,543.9	10,454.7	1.0	63,826.7	63,493.4	2.51 bill.	15.20 bill.	300	300	0.0	N/A
Standard Advertising	Tokyo	9,366.0	9,667.1	– 3.0	81,440.0	84,476.0	2.23 bill.	19.39 bill.	165	167	– 1.0	2
Nippon Design Center/DFS	Tokyo	7,116.0	6,389.0	11.0	24,501.0	25,241.0	1.69 bill.	5.83 bill.	180	180	0.0	1
Grey-Daiko Advertising	Tokyo	6,657.0	6,182.0	8.0	45,351.0	41,227.0	1.59 bill.	10.80 bill.	137	118	16.0	1
Nambokusha	Tokyo	5,544.0	5,267.0	5.0	45,300.0	41,100.0	1.32 bill.	10.80 bill.	159	147	8.0	5
Dai-Ichi Tsushin-Sha	Tokyo	4,161.6	3,914.1	6.0	27,743.7	26,094.0	990,847.5	6.61 bill.	101	100	1.0	3
Asia Advertising Agency	Tokyo	2,486.0	2,478.0	1.0	11,830.0	10,560.0	592,000.0	2.96 bill.	60	56	7.0	1
Leo Burnett-Kyodo	Tokyo	2,069.0	1,549.0	34.0	13,791.0	10,329.0	492,525.0	3.29 bill.	40	31	29.0	1
Orikomi Bates	Tokyo	1,226.9	884.3	39.0	10,331.5	7,328.0	292,120.0	2.46 bill.	22	20	10.0	1
Ketchum Advertising (Japan)	Tokyo	1,222.1	1,496.9	– 18.0	8,341.2	9,987.6	290,987.0	2.00 bill.	26	26	0.0	1
International Ad Co.	Osaka	514.1	519.7	– 1.0	5,264.4	5,558.4	122,411.3	1.25 bill.	10	10	0.0	1
Yomiko DFS International	Tokyo	303.0	328.6	– 8.0	2,135.3	1,848.9	72,152.7	508,410.9	14	14	0.0	1
FCB (Japan) Co.	Tokyo	82.5	19.2	330.0	550.6	128.1	19,653.0	131,086.0	7	7	0.0	1
KENYA												**Exchange rate: 0.073 shilling**
Ogilvy & Mather (Eastern Africa)	Nairobi	840.1	722.7	16.0	3,744.8	2,693.7	KSh11,507.7	KSh51,299.2	47	43	9.0	1
McCann-Erickson (Kenya)	Nairobi	589.0	498.0	18.0	3,929.0	3,322.0	8,072.0	53,840.0	34	31	10.0	N/A
LEBANON												**Exchange rate: 0.1721 L pound**
Intermarkets S.A.L.	Beirut	8,384.6	7,200.0	16.0	53,000.0	46,100.0	Leb£N/A	Leb£N/A	198	210	– 6.0	8
H&C Leo Burnett	Beirut	2,210.6	1,791.2	23.0	18,185.0	11,947.4	12,845.0	85,676.0	N/A	N/A	N/A	1
MALAWI												**Exchange rate: 0.82 kwacha**
Graphic:Lintas (Malawi)	Blantyre	177.9	159.4	12.0	1,146.0	1,027.7	Mkwa217.0	Mkwa1,397.5	23	18	28.0	1
MALAYSIA												**Exchange rate: 0.4317 M dollar**
Ted Bates (Malaysia)	Kuala Lumpur	2,500.9	2,300.0	9.0	16,800.0	15,000.0	M$5,800.0	M$39,000.0	74	74	0.0	1
PTM Thompson Advertising	Kuala Lumpur	2,290.0	2,160.0	6.0	15,267.4	14,400.7	5,300.0	35,335.1	110	117	– 6.0	2
SSC&B:Lintas	Kuala Lumpur	2,196.0	1,711.7	28.0	14,647.1	11,417.3	5,086.8	33,928.8	73	68	7.0	2
Leo Burnett Co.	Kuala Lumpur	1,981.1	1,773.0	12.0	13,207.0	11,824.0	4,589.0	30,609.0	86	89	– 3.0	1
KHK Needham Standard	Kuala Lumpur	1,793.9	1,241.6	44.0	12,967.0	9,354.6	4,155.3	30,037.0	82	62	32.0	1
Ogilvy & Mather (Malaysia)	Kuala Lumpur	1,564.5	3,630.2	– 57.0	10,435.1	24,213.0	3,624.0	24,172.0	133	159	– 16.0	1
DYR	Kuala Lumpur	1,261.6	839.0	50.0	8,415.0	5,596.0	2,922.5	19,489.1	41	29	41.0	1

1985 EDITION **FOREIGN AGENCY INCOME** MALAYSIA-MEXICO

Agency	City	Gross income 1984	Gross income 1983 ($000)	Per cent change: income	Billings 1984	Billings 1983 ($000)	Gross income 1984	Billings 1984	Employes 1984	Employes 1983	Per cent change	Number offices
							($000; national currency)					
McCann-Erickson (Malaysia)	Kuala Lumpur	1,207.0	1,394.0	– 13.0	8,051.0	9,298.0	2,796.0	18,649.0	41	57	– 28.0	N/A
Wings Creative Consultants	Kuala Lumpur	1,154.4	900.7	28.0	6,914.4	5,266.7	2,674.2	16,016.7	54	50	8.0	1
AP Compton Malaysia	Kuala Lumpur	1,074.3	810.5	33.0	7,045.2	5,423.2	2,448.5	16,319.6	52	47	11.0	N/A
Grant Advertising	Kuala Lumpur	209.0	N/A	N/A	3,982.0	N/A	485.0	9,225.0	12	9	33.0	1
MEXICO												**Exchange rate: 0.0055 peso**
Noble & Asociados	Mexico City	4,279.0	2,173.0	97.0	29,150.0	14,165.9	Ps778,000.0	Ps5.30 bill.	291	278	N/A	2
McCann-Erickson (Mexico)	Mexico City	3,894.2	2,152.4	81.0	25,973.0	14,354.0	708,043.0	4.72 bill.	162	159	2.0	N/A
Walter Thompson de Mexico	Mexico City	3,777.4	1,789.2	111.0	25,181.0	11,927.0	686,803.0	4.58 bill.	188	147	28.0	1
Publicidad Ferrer	Mexico City	3,626.4	3,087.6	17.0	35,107.7	20,595.0	659,337.0	6.38 bill.	145	110	32.0	2
Garcia Patto y Asociados	Mexico City	3,547.5	1,732.5	105.0	23,650.0	11,550.0	645,000.0	4.30 bill.	N/A	N/A	N/A	N/A
Panamericana Ogilvy & Mather	Mexico City	2,982.8	1,390.7	114.0	19,358.1	9,276.2	542,335.2	3.52 bill.	113	93	22.0	1
Young & Rubicam	Mexico City	2,064.0	1,108.0	86.0	13,767.0	7,390.0	375,276.0	2.50 bill.	96	90	7.0	1
Leo Burnett Co.	Mexico City	1,932.0	1,115.6	67.0	12,877.0	9,250.0	351,193.0	2.34 bill.	97	92	5.0	1
Dieste Merino/BBDO	Mexico City	1,489.5	742.4	101.0	9,935.1	5,061.4	270,823.0	1.81 bill.	44	45	– 2.0	1
Iconic	Mexico City	1,485.0	577.5	157.0	9,900.0	3,850.0	270,000.0	1.80 bill.	80	70	14.0	1
Doyle Dane Bernbach	Mexico City	1,430.8	752.7	90.0	9,725.9	5,107.3	260,149.9	1.77 bill.	81	76	7.0	1
Publicidad D'Arcy MacManus Masius	Mexico City	1,328.0	863.0	54.0	8,996.0	6,477.0	241,415.0	1.64 bill.	90	81	11.0	1
Campbell-Ewald	Mexico City	1,008.0	508.0	98.0	6,723.0	3,388.0	183,315.0	1.22 bill.	66	45	47.0	N/A
Kenyon & Eckhardt de Mexico	Mexico City	996.2	570.0	75.0	5,777.8	3,692.6	181,129.0	1.05 bill.	42	41	2.0	1

Notes

(Continued from Page 73)

Compton Worldwide.
Viking Reklamebyra member of Affiliated Advertising Agencies Intl.
Bj. Kvemeland gross income for 1984 and 1983 AA estimates.

PAKISTAN

D.J. Keymer gross income for both years AA estimates.
Orient Advertising offices in Karachi, Islamabad, Lahore, Peshawar and Quetta.

PANAMA

Boyd, Barcenas affiliated with Kenyon & Eckhardt Intl.
Campagnani, Aleman Publicidad part of Leo Burnett Co.

PARAGUAY

McCann-Erickson (Paraguay) suspended operations during 1984.

PHILIPPINES

AMA Consolidated Group member of Alliance East group of advertising agencies.
Philprom Inc. gross income for both years AA estimates.

PORTUGAL

Sistema is part of Saatchi & Saatchi Compton Worldwide.

PUERTO RICO

Marti, Flores, Prieto, Comunicaciones part of WT Group.
J.R. Marquina & Associates part of DFS Intl.
Publicidad Siboney part of Foote, Cone & Belding Inc.
Young & Rubicam Puerto Rico includes figures for Burson-Marsteller.

SINGAPORE

Batey Ads part of BBDO Intl.
Asian Ad Group part of Alliance East group of advertising agencies.
Meridian Advertising part of Ogilvy & Mather Intl.

SOUTH AFRICA

BBDO Intl. Holdings figures include 11 offices.
Grey Holdings includes figures for Grey Financial; Grey-Phillips Bunton, Mundel & Blake; Grey Advertising & Marketing; Grey Sandton; Grey Action; Grey Set; Grey Recruitment, and Grey Mann & Associates.
Bates Wells & Associates Holdings includes figures for Bates Wells Pty.; Bates Wells (Cape); Bates Wells Retail Decisions; Bates Wells Hickman & Associates; Bates Wells Medical Advertising & Communications; Cerca; Adgraphics Pty.; Adgraphics (Cape), and Diagram.
Young & Rubicam Intl. eight offices in Capetown and Johannesburg.
Ogilvy & Mather Rightford Searle-Tripp Makin 1984 figures for gross income and billings are AA estimates. O&M acquired RS-TM in 1984.
G. de Villiers & Co. was acquired by McCann-Erickson in 1984.
Mortimer Tiley part of BBDO Intl.

SOUTH KOREA

Gross income, at 10% of billings, which is the Korean percentage, is estimated by AA for the following agencies: LG Advertising; Korad; Dongbang Advertising; Seoul Agency; Diamond Advertising; Samhee Advertising.
Dongbang, Diamond and Samhee Advertising opened offices in 1984.

SPAIN

Tandem/DDB, Madrid, is 100% owned by DDB while the agency has 50% equity in Tandem/DDB/Campmany Guasch, Barcelona.
Ted Bates/Delvico Group combination of Ted Bates Espana and Delvico Madrid, Delvico Barcelona and Central Media. The latter three shops were acquired by Ted Bates from Dancer Fitzgerald Sample March 31, 1984.
Bassat, Ogilvy & Mather figures include Prieto, Bassat. O&M in Madrid, but not O&M Direct.
Distribuidora CID de Publicidad is a media-buying shop, with another office in Barcelona.
B.C.K., Barcelona and Madrid, is part of the Alliance International Group.
Clarin Publicidad was acquired by McCann-Erickson in 1984.
Campbell-Ewald Espanola was newly formed in 1984.
Kenyon & Eckhardt de Espana opened its office April, 1984.
HCM Madrid formerly Marsteller Intl. 50% of the agency is owned by Kurt Schmidt, chairman, Unitros Group for Spain and Portugal.
GGK Barcelona/Madrid 1983 figures apply only to Madrid office.
Young & Rubicam Espana includes Cato Johnson and Burson-Marsteller.

SWEDEN

Hans Brindfors Annonsbyra figures calculated according to financial year September-August.
Young & Rubicam includes figures for Cato Johnson, Wunderman and Burson-Marsteller.
Ehrenstrahle International part of BBDO Intl. Figures combine the Stockholm and London offices.
Ogilvy & Mather Group includes figures for Stockholm, Malmo, Gothenburg offices and O&M Direct.
Blomquistbyraerna 1984 gross income figure is AA estimate.
Gothus Annonsbyra gross income figures are AA estimates.
AB Olof Isacsons Annonsbyra gross income figures are AA estimates.

SWITZERLAND

Adolf Wirz Inc. also offices in Vienna, Milan and Frankfurt.
Farner Advertising formerly Dr. Rudolf Farner Werbeagentur, part of the Publicis Intl. network.
Young & Rubicam AG includes figures for Burson-Marsteller.
Kloeti Advertising part of Saatchi & Saatchi Compton Worldwire.
Unicom part of EUROCOM/Univas
HCM Geneva formerly Marsteller Intl.
BEP S.A. part of the Publicis Intl. network.
Quadri & Partner affiliated with Needham Harper Worldwide.
T.C. Mettler part of DFS Intl.

TAIWAN

United Advertising gross income figures for 1984 and 1983 are AA estimates.
Kuo Hua Advertising gross income figures for 1984 and 1983 are AA estimates.
Needham Standard International office opened in 1983.
Leo Burnett Co.-Taiwan office opened in 1984.

THAILAND

Meridian Advertising part of Ogilvy & Mather Intl.
Paterson & Partners Thailand affiliated with D'Arcy MacManus Masius.
Redford International part of Saatchi & Saatchi Compton Worldwide.
Needham Standard International opened for business April 1 last year.

TURKEY

Reklam Moran affiliated with Ogilvy & Mather Intl. in November, 1984.
Informant Advertising owned 68% by Rota Advertising.
Park Advertising owned 30% by Rota Advertising.

URUGUAY

Corporacion Publicitaria figures for gross income for 1984 and 1983 AA estimates.

VENEZUELA

Corpa-Corporacion Publicitaria Nacional part of Ogilvy & Mather Intl.
Publicidad Siboney part of Foote, Cone & Belding Corp.
International Marketing Communications part of Young & Rubicam.
Rafael Vegas & Asociados affiliated with Grey Advertising.

ZAMBIA

McCann-Erickson (Zambia) agency was sold during 1984.#

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1985 EDITION **FOREIGN AGENCY INCOME** MEXICO-NORWAY

Agency	City	Gross income 1984	Gross income 1983 ($000)	Per cent change: income	Billings 1984	Billings 1983 ($000)	Gross income 1984 ($000; national currency)	Billings 1984 ($000; national currency)	Employes 1984	Employes 1983	Employes Per cent change	Number offices
Maqueda, Gibert/Publicidad	Mexico City	990.0	612.8	62.0	6,603.3	4,085.3	180,000.0	1.20 bill.	70	70	0.0	1
Scali, McCabe, Sloves de Mexico	Mexico City	632.5	330.0	92.0	4,224.0	2,200.0	115,000.0	768,000.0	43	33	30.0	1
Foote, Cone & Belding de Mexico	Mexico City	614.1	184.8	232.0	4,096.2	1,232.9	111,659.8	744,770.8	35	29	21	1
Ideas y Hechos/Grey	Mexico City	541.8	187.0	190.0	3,613.8	1,265.0	98,500.0	657,000.0	32	27	19.0	1
Alcazar Montenegro/Compton	Mexico City	366.8	223.9	64.0	2,445.3	1,492.6	66,690.7	444,604.4	31	31	0.0	1
La Compania Bozell & Jacobs	Mexico City	319.8	221.7	44.0	2,133.2	1,477.9	58,150.0	387,860.0	N/A	24	N/A	1
Lintas Mexico	Mexico City	261.2	149.6	75.0	1,480.4	847.0	47,500.0	269,170.0	21	16	31.0	N/A
NAMIBIA												Exchange rate: 0.7948 rand
SSC&B:Lintas Namibia	Windhoek	26.7	22.6	18.0	146.2	127.1	R33.6	R184.0	1	1	0.0	1
NETHERLANDS												Exchange rate: 0.3184 guilder
FHV/BBDO	Amstelveen	6,323.0	5,365.0	18.0	41,497.0	35,110.0	Dfl19,859.0	Dfl30,330.0	109	99	10.0	1
Ogilvy & Mather (Nederland)	Amsterdam	6,272.8	5,172.9	21.0	41,840.0	34,503.1	19,701.3	131,407.5	138	126	10.0	4
SSC&B:Lintas Advertising	Rotterdam	5,542.0	5,546.6	0.0	39,049.4	38,915.2	17,405.6	122,642.5	118	122	– 3.0	2
Young & Rubicam	Amsterdam	5,076.0	4,244.0	20.0	33,857.0	28,307.0	15,939.0	106,311.0	105	100	5.0	2
Prad B.V.	Amsterdam	4,938.0	4,547.0	9.0	32,923.0	30,312.0	15,510.0	103,400.0	68	59	15.0	1
McCann-Erickson (Nederland)	Amsterdam	4,695.0	4,594.0	2.0	31,316.0	30,642.0	14,746.0	98,356.0	89	95	– 6.0	N/A
J. Walter Thompson Co.	Amsterdam	4,678.6	3,637.7	29.0	31,192.1	24,252.7	14,694.1	97,965.3	85	85	0.0	2
Noordervliet & Winninghoff/Burnett	Amsterdam	4,489.0	4,139.0	8.0	29,930.0	27,608.5	14,100.0	94,047.0	76	72	6.0	1
Prins, Meijer, Stamenkovits & van Walbeek	Amsterdam	4,488.0	3,921.0	14.0	29,900.0	26,200.0	14,030.6	93,886.0	60	54	11.0	1
Publicis-Intermarco	Amsterdam	4,392.0	3,509.0	25.0	29,293.0	23,402.0	13,793.0	92,000.0	84	78	8.0	2
Saatchi & Saatchi Compton	Amsterdam	4,298.4	1,967.7	118.0	28,656.0	13,118.1	13,500.0	90,000.0	80	43	86.0	1
PPGH/Moussault	Amsterdam	3,893.0	3,166.0	23.0	25,790.0	21,014.0	12,227.0	81,000.0	57	44	30.0	1
HCM/NPO	The Hague	3,850.0	3,820.8	1.0	25,630.0	25,470.0	12,100.0	80,500.0	66	68	– 3.0	N/A
D'Arcy MacManus Masius Result	Amsterdam	3,678.0	3,945.0	– 7.0	24,529.0	26,313.0	11,550.0	77,039.0	68	72	– 6.0	1
Benton & Bowles Advertising	Amsterdam	2,707.4	2,403.9	13.0	18,049.0	16,026.1	8,503.0	56,686.7	53	49	8.0	1
HVR Advertising	Amstelveen	2,689.0	2,420.0	11.0	17,926.0	16,143.0	8,446.0	56,300.0	48	49	– 2.0	2
TBWA Netherlands	Amsterdam	2,625.7	891.5	195.0	17,505.0	6,686.0	8,247.0	54,978.0	28	22	28.0	1
Geudeker Oerlemans & Needham	Amstelveen	2,612.8	1,984.0	32.0	17,427.3	13,232.9	8,206.0	54,734.0	42	42	0.0	1
Foote, Cone & Belding	Amsterdam	2,461.0	1,148.0	114.0	16,410.0	7,661.0	7,727.0	51,539.0	64	22	191.0	2
DDB Amsterdam	Amsterdam	2,417.3	2,517.2	– 4.0	18,485.0	19,831.0	7,592.0	58,057.0	42	48	– 13.0	1
Marketwinning Ayer	Wierden	2,206.5	1,811.4	22.0	14,710.1	12,067.4	6,930.0	46,200.0	26	26	0.0	4
GGK Amsterdam/KVH	Amsterdam	1,882.4	1,437.3	31.0	12,618.2	9,698.4	5,912.0	39,630.0	30	28	7.0	1
Allick B.V.	Amsterdam	1,676.0	1,447.0	16.0	11,176.0	9,648.0	5,265.0	35,100.0	33	28	18.0	1
Grey Advertising	Amsterdam	1,564.0	1,496.3	5.0	11,494.3	10,559.9	4,912.0	36,100.0	30	25	20.0	1
BBDO/Industrieel	Amsterdam	1,553.0	1,021.0	52.0	9,394.0	6,811.0	4,876.0	29,506.0	25	20	25.0	1
Dorland DFS Holland	Amsterdam	1,433.0	1,369.0	5.0	14,487.0	13,468.0	4,500.0	45,500.0	58	60	– 3.0	2
Ted Bates Reclame-Adviesbureau	Amsterdam	1,293.4	1,285.1	1.0	10,106.9	9,994.0	4,062.0	31,742.8	33	34	– 3.0	1
De Bussy Reclame	Amsterdam	1,224.2	1,151.0	6.0	8,071.4	7,569.0	3,845.0	25,700.0	28	32	-- 13.0	1
Campbell-Ewald Nederland	Amsterdam	870.2	692.2	26.0	5,803.0	4,616.0	2,733.0	18,229.0	20	22	– 0.0	N/A
Van Lieshout/FCB	Rotterdam	689.9	928.0	– 26.0	4,601.9	6,189.7	2,166.9	14,453.1	18	20	– 10.0	1
Paradies Advertising	Amsterdam	590.3	638.1	– 7.0	3,935.1	4,252.9	1,854.0	12,359.0	11	15	– 27.0	1
Push	Gorinchem	402.8	396.4	2.0	2,686.7	2,644.0	1,265.0	8,437.6	10	N/A	N/A	1
Kastelein Adviesbureau	Soest	198.5	193.9	2.0	1,369.1	1,337.3	623.5	4,300.0	7	7	0.0	1
NEW ZEALAND												Exchange rate: 0.6117 NZ dollar
Colenso Communications	Auckland	4,719.1	3,781.9	25.0	23,595.4	18,710.0	NZ$7,714.7	NZ$38,573.5	N/A	N/A	N/A	2
Campaign Advertising Group	Wellington	3,599.0	2,849.9	26.0	17,234.0	14,209.8	5,885.0	28,175.0	86	92	– 7.0	3
JIW Needham	Wellington	3,350.3	2,601.0	29.0	17,345.9	15,583.3	5,477.1	28,356.8	87	80	9.0	3
D'Arcy MacManus Masius	Auckland	2,836.0	2,165.0	31.0	15,081.0	11,246.0	4,637.0	24,654.0	79	59	34.0	2
Ogilvy & Mather (NZ)	Wellington	2,302.1	1,451.3	59.0	15,346.9	9,680.2	3,763.4	25,089.0	68	68	0.0	3
MDA Mackay King Advertising	Wellington/Auckland	2,119.2	1,904.1	11.0	10,141.8	8,952.7	3,464.4	16,579.7	55	53	4.0	2
Leo Burnett Co.	Auckland	1,957.0	1,415.5	38.0	13,056.0	9,441.0	3,200.0	21,344.0	N/A	N/A	N/A	1
J. Walter Thompson New Zealand	Wellington	1,851.0	1,468.1	26.0	12,340.6	9,787.7	3,026.0	20,174.3	50	44	14.0	2
Rialto Advertising	Auckland	1,697.2	1,279.6	33.0	8,486.1	6,470.3	2,774.6	13,872.9	N/A	N/A	N/A	2
SSC&B:Lintas	Wellington	1,292.0	1,108.4	17.0	6,689.0	5,398.0	2,112.0	10,936.0	36	36	0.0	2
Ward & Grey Advertising	Auckland	776.0	692.0	12.0	5,175.9	4,615.6	1,268.6	8,461.6	11	11	0.0	1
FCB/Mainstream Advertising	Auckland	581.0	N/A	N/A	3,876.0	N/A	950.0	6,336.0	14	N/A	N/A	1
Atelier Advertising	Auckland	574.4	414.0	39.0	2,871.8	2,069.9	938.9	4,694.7	N/A	N/A	N/A	1
NICARAGUA												Exchange rate: 0.091 cordoba
APCU de Nicaragua	Managua	20.0	30.0	– 33.0	135.0	200.0	Cor21.9	Cor148.4	2	3	– 33.0	1
NIGERIA												Exchange rate: 1.45 naira
Lintas Ltd.	Lagos	2,957.1	3,521.6	– 16.0	16,647.8	23,270.8	N2,039.4	N11,481.2	118	165	– 40.0	1
NORWAY												Exchange rate: 0.1259 kroner
Bates-gruppen a/s	Oslo	14,454.0	12,088.9	20.0	100,005.0	82,279.3	NKr114,802.0	NKr794,323.0	396	349	13.0	11
Ervaco Oslo AS	Oslo	4,255.4	3,827.4	10.0	28,440.8	25,535.5	33,800.0	225,900.0	N/A	60	N/A	N/A
Ogilvy & Mather Norway	Oslo	3,273.3	3,034.1	8.0	21,833.1	20,237.3	25,999.5	173,416.4	60	60	0.0	2
Scaneco-Young & Rubicam	Oslo	2,841.0	2,357.0	21.0	18,949.0	15,721.0	22,558.0	150,455.1	60	62	– 3.0	1
Benton & Bowles H/O	Oslo	2,832.8	2,547.0	11.0	20,181.8	18,259.3	22,500.0	160,300.0	66	63	5.0	2
Reklamens Hus/McCann A/S	Oslo	1,900.0	1,710.0	11.0	12,673.0	11,406.0	15,093.0	100,670.0	37	33	12.0	N/A
Klar Tale	Oslo	1,528.8	N/A	N/A	8,857.1	N/A	12,143.0	70,350.0	N/A	N/A	N/A	N/A
Lintas Oslo	Oslo	1,176.4	1,157.4	2.0	17,851.0	16,072.5	9,344.0	141,787.0	67	72	– 7.0	N/A
Vikingreklamebyra A/S	Oslo	1,126.0	836.0	35.0	6,807.0	4,913.0	8,945.0	54,070.0	19	18	6.0	1
Foote, Cone & Belding A/S	Oslo	970.4	681.1	42.0	6,473.0	4,543.0	7,708.0	51,412.0	17	16	6.0	1

Agency	City	Gross income 1984	Gross income 1983 ($000)	Per cent change: income	Billings 1984	Billings 1983 ($000)	Gross income 1984	Billings 1984	Employes 1984	Employes 1983	Per cent change	Number offices
							($000; national currency)					
D'Arcy MacManus Masius A/S	Oslo	890.7	564.3	58.0	6,071.5	3,749.4	7,075.0	48,225.0	14	17	– 18.0	1
Jensen-Grey A/S	Oslo	809.0	797.8	1.0	5,396.0	5,321.3	6,426.0	42,861.4	21	20	5.0	1
Bj. Kverneland A/S	Oslo	352.9	339.9	4.0	2,329.2	2,266.2	2,775.0	18,500.0	21	20	5.0	1
J.T. Kallevig A.S.	Oslo	276.4	210.3	31.0	1,972.8	1,478.0	2,195.0	15,312.0	9	7	29.0	1
PAKISTAN											**Exchange rate: 0.0729 rupee**	
Orient Advertising	Karachi	541.0	363.6	49.0	3,665.1	2,242.2	R7,421.2	R50,275.5	125	106	18.0	5
International Advertising	Karachi	414.6	167.4	148.0	2,925.0	1,124.7	5,687.4	40,123.9	61	61	0.0	1
D.J. Keymer & Co.	Karachi	300.1	277.6	8.0	2,000.0	1,850.0	4,116.0	27,440.0	30	25	20.0	1
Prestige Advertising	Karachi	235.0	182.0	29.0	1,567.1	1,272.9	3,224.1	21,495.9	51	42	21.0	2
PANAMA											**Exchange rate: 1.00 dollars**	
Boyd, Barcenas, S.A.	Panama City	1,480.0	1,346.5	10.0	6,200.0	5,300.0	$1,480.0	$6,200.0	41	40	3.0	1
Campagnani, Aleman Publicidad	Panama City	1,148.0	1,042.0	10.0	7,653.0	6,950.0	1,148.0	7,653.0	44	41	7.0	1
McCann-Erickson de Panama	Panama City	1,122.0	1,248.0	– 10.0	7,484.0	8,324.0	1,122.0	7,484.0	42	45	– 7.0	N/A
APCU de Panama	Panama City	195.0	180.0	8.0	1,300.0	1,200.0	195.0	1,300.0	14	12	2.0	1
PARAGUAY											**Exchange rate: 0.0068 guarani**	
J. Walter Thompson Paraguay	Asuncion	248.0	171.5	45.0	1,653.1	1,143.6	G36,464.8	G243,110.5	9	9	0.0	1
McCann-Erickson (Paraguay)	Asuncion	31.0	146.0	–79.0	207.0	974.0	4,608.0	30,735.0	0	10	N/A	N/A
PERU											**Exchange rate: 0.0004 sol**	
J. Walter Thompson Peruana	Lima	1,678.8	966.4	74.0	11,192.6	6,443.0	S4.20 bill.	S27.98 bill.	90	95	– 5.0	1
McCann-Erickson Publicidad	Lima	1,542.0	799.0	93.0	10,285.0	5,329.0	3.85 bill.	25.71 bill.	84	76	11.0	N/A
Publicistas Asociados	Lima	1,080.0	440.0	145.0	5,586.8	2,280.0	2.70 bill.	13.97 bill.	63	56	13.0	1
CNP & Grey	Lima	573.7	313.7	83.0	3,826.6	2,092.4	1.43 bill.	9.57 bill.	68	71	– 4.0	1
Intercom de Publicidad	Lima	494.0	482.0	2.0	3,293.4	3,213.4	1.24 bill.	8.23 bill.	38	34	12.0	1
PHILIPPINES											**Exchange rate: 0.0649 peso**	
J. Walter Thompson (Philippines)	Manila	2,174.3	1,805.0	20.0	14,496.0	12,033.7	Ps33,502.2	Ps223,359.5	195	210	– 7.0	1
Bates Alcantara (Philippines)	Manila	1,362.9	973.5	40.0	9,086.0	6,490.0	21,000.0	140,000.0	120	118	2.0	1
McCann-Erickson (Philippines)	Manila	1,308.0	1,167.0	12.0	8,724.0	7,784.0	20,157.0	134,447.0	118	128	– 8.0	N/A
AMA Consolidated Group	Manila	1,282.2	1,475.0	– 13.0	9,434.6	10,810.6	19,755.8	145,370.7	175	234	– 25.0	2
Ace-Compton	Manila	902.1	887.9	2.0	6,013.9	5,919.4	13,899.2	92,664.1	107	132	– 19.0	1
Lintas	Manila	618.7	371.5	67.0	1,183.0	2,504.0	9,533.1	64,452.7	48	44	9.0	1
Hemisphere-Leo Burnett	Manila	471.0	300.0	57.0	3,138.0	2,001.2	7,253.0	48,378.0	66	45	47.0	1
Philprom Inc.	Pasay City	315.4	332.1	– 0.0	2,102.8	2,214.2	4,860.0	32,399.9	58	88	– 34.0	2
PORTUGAL											**Exchange rate: 0.0071 escudo**	
McCann-Erickson/Hora Publicidade	Lisbon	1,381.2	962.0	44.0	9,211.0	6,417.0	Esc194,540.0	Esc1.30 bill.	70	60	17.0	N/A
Ciesa-Norman, Craig & Kummel	Lisbon	1,255.8	974.4	29.0	8,375.9	6,508.0	176,868.0	1.18 bill.	80	79	1.0	1
Intermarco-Espiral	Lisbon	1,108.0	956.0	16.0	5,275.0	4,835.0	156,030.0	743,000.0	66	66	0.0	1
Lintas Lisbon	Lisbon	756.5	591.7	28.0	4,971.1	4,188.5	106,544.0	700,155.0	53	56	– 5.0	1
Sistema-Tecnica e Gestao Publicitaria	Lisbon	706.9	632.4	12.0	3,448.4	3,162.0	99,565.4	485,685.0	44	44	0.0	2
Foote, Cone & Belding Publicidade	Lisbon	523.0	277.2	89.0	3,490.0	1,849.0	73,691.0	491,519.0	35	29	21.0	1
HCM Unitros	Lisbon	298.2	255.6	17.0	1,895.7	1,420.0	42,000.0	267,000.0	12	10	20.0	1
J. Walter Thompson Publicidade	Lisbon	248.2	171.7	45.0	1,654.9	1,144.7	34,960.7	233,083.2	23	18	28.0	1
PUERTO RICO											**Exchange rate: 1.00 dollars**	
Badillo/Compton	San Juan	7,800.0	4,500.0	73.0	52,000.0	30,000.0	$7,800.0	$52,000.0	130	93	40.0	4
Marti, Flores, Prieto, Communicaciones	San Juan	6,872.7	6,780.7	1.0	45,840.9	45,227.0	6,872.7	45,841.0	123	122	1.0	5
Young & Rubicam Puerto Rico	San Juan	4,033.0	3,654.0	10.0	26,900.0	24,372.0	4,033.0	26,900.0	83	79	5.0	1
J.R. Marquina & Associates	Santurce	3,900.0	N/A	N/A	26,000.0	N/A	3,900.0	26,000.0	72	N/A	N/A	2
Leo Burnett Co.	San Juan	1,982.0	1,624.0	22.0	13,213.0	10,832.0	1,982.0	13,213.0	42	39	8.0	1
McCann-Erickson (Puerto Rico)	San Juan	1,970.0	1,576.0	25.0	13,140.0	10,512.0	1,970.0	13,140.0	45	44	2.0	N/A
Publicidad Siboney	Isla Verde	1,828.4	1,900.2	– 4.0	12,195.7	12,668.2	1,828.4	12,195.7	34	N/A	N/A	1
FCB/Espasas Advertising	San Juan	1,741.2	1,354.7	29.0	11,613.8	9,035.9	1,741.2	11,613.8	42	36	17	1
SINGAPORE											**Exchange rate: 0.4702 S dollar**	
Batey Ads	Singapore	2,624.0	2,445.0	7.0	23,259.0	21,415.0	S$5,581.0	S$49,466.0	63	62	2.0	1
Ogilvy & Mather	Singapore	2,206.0	2,502.0	– 12.0	14,712.0	16,697.0	4,673.0	31,169.0	74	81	– 9.0	N/A
Asian Ad Group	Singapore	2,000.0	1,800.0	11.0	8,000.0	7,700.0	4,200.0	16,800.0	60	58	3.0	1
DYR Ltd.	Singapore	1,842.3	N/A	N/A	12,280.0	N/A	3,918.1	26,156.4	54	N/A	N/A	1
McCann-Erickson (Singapore)	Singapore	1,817.0	1,512.0	20.0	12,119.0	10,085.0	3,864.0	25,773.0	54	52	4.0	N/A
Leo Burnett Ltd.	Singapore	1,792.0	1,684.0	6.0	11,946.0	11,230.0	3,811.0	25,419.0	54	56	– 4.0	1
Grant Kenyon & Eckhardt	Singapore	1,780.0	1,582.0	13.0	11,803.0	11,755.0	3,785.0	25,100.0	75	76	– 1.0	1
Gartshore Kerr & Lim/BBDO	Singapore	1,545.3	1,225.3	26.0	6,215.1	5,842.8	3,286.4	13,217.9	56	54	4.0	1
Meridian Advertising	Singapore	1,250.6	632.5	98.0	8,341.4	4,218.9	2,659.7	17,740.2	47	22	114.0	1
SSC&B Lintas S.E. Asia	Singapore	1,183.0	1,124.0	5.0	8,505.0	7,978.4	2,516.0	18,088.0	35	32	9.0	1
Ted Bates	Singapore	1,020.0	850.0	20.0	6,800.0	5,700.0	2,175.0	14,500.0	48	44	9.0	1
Quantum:FCB Advertising	Singapore	973.6	1,392.1	– 30.0	6,493.8	9,285.5	2,070.6	13,810.6	66	70	– 6.0	3
Adcom & Grey	Singapore	969.8	833.2	16.0	6,468.6	5,557.4	2,062.5	13,756.9	40	33	21.0	1
J. Walter Thompson	Singapore	923.8	730.9	26.0	6,159.2	4,873.0	1,964.8	13,099.1	39	34	15.0	1
Needham Standard	Singapore	827.9	940.9	– 12.0	4,687.4	6,025.4	1,760.7	9,968.9	35	41	– 15.0	1
Saatchi & Saatchi Compton	Singapore	797.9	749.0	7.0	5,078.3	4,466.9	1,696.9	10,800.2	34	34	0.0	1
Tom Tan Associates	Singapore	545.4	568.0	– 4.0	2,285.0	2,459.0	1,160.0	4,860.0	21	19	– 11.0	3

1985 EDITION **FOREIGN AGENCY INCOME** SINGAPORE-SRI LANKA

Agency	City	Gross income 1984	Gross income 1983 ($000)	Per cent change: income	Billings 1984	Billings 1983 ($000)	Gross income 1984 ($000; national currency)	Billings 1984	Employees 1984	Employees 1983	Employees Per cent change	Number offices
Adsell-D'Arcy MacManus Masius	Singapore	311.0	258.0	21.0	2,363.0	1,988.0	661.0	5,027.0	18	16	13.0	1
Doyle Dane Bernbach	Singapore	247.9	N/A	N/A	1,601.8	N/A	527.2	3,406.7	14	N/A	N/A	1
Chuo Senko Advertising	Singapore	148.2	N/A	N/A	1,333.0	N/A	315.2	2,835.0	5	N/A	N/A	1
SOUTH AFRICA											**Exchange rate: 0.7449 rand**	
BBDO Intl. Holdings	Johannesburg	14,155.0	14,255.0	– 1.0	94,411.0	95,034.0	R19,002.0	R126,743.0	N/A	N/A	N/A	11
Grey Holdings Ltd.	Johannesburg	11,945.7	10,927.2	9.0	79,637.8	72,824.4	16,036.4	106,910.8	313	311	1.0	12
Bates Wells	Johannesburg	10,455.4	10,028.6	4.0	55,443.0	50,884.9	14,036.0	74,430.0	302	352	– 14.0	10
Young & Rubicam-McKinstry Schonfeldt	Capetown	8,423.0	6,990.0	20.0	56,181.0	46,623.0	11,382.0	75,282.5	350	309	13.0	8
Lindsay Smithers-FCB Holdings	Sandtown	8,153.0	6,718.3	21.0	54,380.0	44,811.0	10,945.0	73,003.0	274	270	1.0	5
Ogilvy & Mather Rightford Searle-Tripp Makin	Johannesburg	6,529.6	5,882.5	11.0	41,542.6	36,778.7	8,765.7	55,769.4	N/A	N/A	N/A	2
J. Walter Thompson Co. South Africa	Johannesburg	5,950.7	4,388.2	36.0	39,673.1	29,256.4	7,988.5	53,259.6	175	151	16.0	2
SSC&B:Lintas Worldwide South Africa	Johannesburg	5,156.0	4,697.3	10.0	33,181.6	29,292.2	6,921.7	44,545.0	152	142	7.0	3
KMP-Compton	Johannesburg	3,850.7	3,487.8	10.0	23,335.4	21,549.9	5,169.5	31,326.9	139	142	– 2.0	4
D'Arcy MacManus Masius	Johannesburg	3,473.0	3,360.0	3.0	23,167.1	22,411.4	4,662.8	31,101.0	103	110	– 6.0	2
Barker, McCormac Advertising & Marketing	Johannesburg	3,174.8	2,780.9	14.0	18,902.5	16,506.0	4,262.1	25,375.8	107	103	4.0	4
McCann-Erickson South Africa	Johannesburg	2,434.0	3,562.0	– 32.0	16,235.0	23,759.0	3,268.0	21,798.0	66	71	– 7.0	N/A
IMA Ltd.	Capetown	2,287.8	2,245.0	2.0	13,865.2	13,606.0	3,071.3	18,613.5	86	85	1.0	1
McCann-Erickson/G. de Villiers & Co.	Johannesburg	2,227.0	N/A	N/A	14,854.0	N/A	2,990.0	19,943.0	151	N/A	N/A	N/A
Campbell-Ewald	Johannesburg	2,079.0	1,434.0	45.0	13,867.0	9,565.0	2,791.0	18,616.0	55	52	6.0	N/A
Mortimer Tiley (Transvaal)	Johannesburg	2,003.4	2,259.2	– 11.0	12,140.4	13,650.6	2,689.5	16,298.1	56	65	– 14.0	1
Steinmann Wilsenach	Johannesburg	1,700.0	1,500.0	13.0	10,300.0	8,800.0	2,300.0	13,800.0	42	35	20.0	2
SOUTH KOREA											**Exchange rate: 0.001203 won**	
Korea First Advertising Co.	Seoul	12,651.2	9,690.6	31.0	78,248.7	59,620.5	W10.52 bill.	W65.04 bill.	310	261	19.0	N/A
Oricom Inc.	Seoul	12,078.3	8,480.3	42.0	66,991.9	48,148.5	10.04 bill.	55.69 bill.	354	286	24.0	1
Daehong Advertising	Seoul	5,309.5	3,105.3	71.0	43,591.8	26,025.8	4.41 bill.	36.24 bill.	128	92	39.0	1
LG Advertising	Seoul	4,940.0	3,770.0	31.0	49,400.0	37,700.0	5.95 bill.	59.52 bill.	N/A	N/A	N/A	1
Union Advertising	Seoul	3,633.1	3,127.8	16.0	39,458.4	34,887.0	3.02 bill.	32.80 bill.	138	96	44.0	1
Korad	Seoul	3,010.0	2,080.0	45.0	30,100.0	20,800.0	3.63 bill.	36.26 bill.	100	96	4.0	1
Dongbang Advertising	Seoul	2,170.0	N/A	N/A	21,700.0	N/A	2.61 bill.	26.11 bill.	70	N/A	N/A	1
Seoul Agency	Seoul	1,310.0	1,300.0	1.0	13,100.0	13,000.0	1.58 bill.	15.78 bill.	50	N/A	N/A	1
Diamond Advertising	Seoul	1,080.0	N/A	N/A	10,800.0	N/A	1.30 bill.	13.01 bill.	70	N/A	N/A	1
Samhee Advertising	Seoul	870.0	N/A	N/A	8,700.0	N/A	1.05 bill.	10.48 bill.	45	N/A	N/A	1
SPAIN											**Exchange rate: 0.0063 peseta**	
J. Walter Thompson S.A.	Madrid	7,063.6	5,503.9	28.0	47,093.3	36,694.8	Ptas1.21 bill.	Ptas7.48 bill.	139	128	9.0	2
Ted Bates/Delvico Group	Madrid	5,576.2	1,158.6	381.3	37,193.2	7,938.0	885,110.0	5.90 bill.	143	45	217.8	4
Lintas S.A.	Madrid	5,367.4	3,990.7	34.0	38,237.2	27,560.3	851,976.0	6.07 bill.	97	88	10.0	3
Tiempo/BBDO	Barcelona	4,794.3	4,086.8	17.0	42,441.8	36,156.3	761,000.0	6.74 bill.	92	79	16.0	2
McCann-Erickson	Madrid	4,600.0	4,144.0	11.0	30,682.0	27,640.0	730,158.0	4.87 bill.	99	97	2.0	N/A
Cid S.A. Publicidad	Barcelona	4,488.8	3,442.0	30.0	29,925.0	24,469.2	712,500.0	4.75 bill.	110	110	0.0	5
Tandem/DDB S.A.	Madrid	4,420.8	3,061.8	44.0	29,472.2	20,393.1	701,718.0	4.68 bill.	94	83	13.0	2
MMLB	Madrid	4,252.5	N/A	N/A	28,350.0	N/A	675,000.0	4.50 bill.	N/A	N/A	N/A	1
NCK Espanola de Publicidad	Madrid	4,047.0	2,589.0	56.0	26,992.0	17,269.0	642,352.0	4.28 bill.	78	N/A	N/A	1
Unitros Spain	Madrid/Barcelona	3,931.2	3,162.6	24.0	30,113.0	24,223.5	624,000.0	4.76 bill.	91	93	– 2.0	2
Bassat, Ogilvy & Mather/Prieto, Bassat, Ogilvy & Mather,	Barcelona/Madrid	3,283.5	2,715.2	21.0	21,900.7	18,110.5	521,184.0	3.48 bill.	91	82	11.0	2
Danis Benton & Bowles	Barcelona	3,276.0	2,772.0	18.0	25,200.0	21,237.3	520,000.0	4.00 bill.	92	91	1.0	3
Young & Rubicam Espana	Madrid	2,655.0	2,426.0	9.0	17,709.0	16,181.0	421,428.0	2.81 bill.	75	80	– 6.0	2
Distribuidora Cid de Publicidad	Madrid	2,394.0	2,428.7	– 1.0	119,700.0	121,910.0	380,000.0	1.90 bill.	70	71	– 1.0	2
Contrapunto S.A.	Madrid	2,356.2	2,230.2	6.0	15,687.0	14,175.0	374,000.0	2.49 bill.	N/A	N/A	N/A	1
Los Tiroleses	Madrid	2,255.4	1,650.0	37.0	17,545.0	14,507.0	358,000.0	2.79 bill.	28	28	0.0	1
TAPSA	Madrid	2,211.3	1,127.8	96.0	14,742.0	8,745.4	351,000.0	2.34 bill.	41	34	21.0	1
Inter-Alas, D'Arcy MacManus Masius	Madrid	2,191.0	1,947.0	13.0	13,456.8	10,697.0	347,700.0	2.14 bill.	73	72	1.0	4
Leo Burnett S.A.	Madrid	2,153.0	1,970.9	9.0	14,356.0	13,145.9	341,800.0	2.28 bill.	54	53	2.0	1
GDD Ayer	Barcelona	1,856.0	1,609.8	15.0	12,379.4	9,476.7	294,600.0	1.96 bill.	30	30	0.0	1
BCK S.A.	Barcelona	1,600.0	1,510.0	6.0	10,625.0	10,100.0	253,920.0	1.69 bill.	24	22	9.0	N/A
McCann-Erickson/Clarin Publicidad	Madrid	1,555.0	N/A	N/A	10,372.0	N/A	246,764.0	1.65 bill.	106	N/A	N/A	N/A
Saatchi & Saatchi Compton, S.A.	Madrid	1,514.4	1,162.3	30.0	10,407.6	7,560.0	240,382.0	1.65 bill.	40	38	5.0	2
Tandem/DDB/Campmany Guasch	Barcelona	1,354.5	919.8	47.0	11,655.0	9,009.0	215,000.0	1.85 bill.	N/A	N/A	N/A	1
Carvis Needham	Madrid/Barcelona	1,180.0	760.0	55.0	7,380.0	5,400.0	188,000.0	1.17 bill.	33	31	6.0	2
R.C.P.	Barcelona	1,159.0	957.6	21.0	7,717.5	6,375.6	184,000.0	1.23 bill.	17	18	– 6.0	1
Intermarco-Publicis	Madrid	958.3	665.0	44.0	6,565.0	4,266.0	152,106.0	1.04 bill.	25	21	19.0	2
Grey Espana	Madrid	951.3	869.4	9.0	6,000.0	5,798.5	151,000.0	1.01 bill.	25	23	9.0	1
Foote, Cone & Belding, S.A.	Madrid	815.3	1,449.9	– 44.0	5,438.1	9,670.8	129,414.0	863,191.0	30	43	– 30.0	2
TBWA Espana	Madrid	677.6	926.1	– 26.0	4,517.1	6,174.0	107,550.0	717,000.0	20	27	– 26.0	1
Ogilvy & Mather Direct, S.A.	Barcelona/Madrid	555.2	413.9	34.0	3,703.1	2,760.9	88,125.0	587,793.0	20	11	82.0	2
GGK Barcelona/Madrid	Barcelona/Madrid	529.9	129.2	310.0	3,533.0	861.2	84,100.0	560,800.0	27	6	350.0	2
Campbell-Ewald Espanola	Madrid	317.0	N/A	N/A	2,114.0	N/A	50,316.0	335,608.0	10	N/A	N/A	N/A
Kenyon & Eckhardt de Espana	Madrid	221.4	N/A	N/A	3,874.5	N/A	35,150.0	615,000.0	7	N/A	N/A	1
Slogan, S.A.	Barcelona	142.0	107.0	32.0	750.0	540.0	22,539.0	119,047.0	30	28	7.0	1
HCM Madrid	Madrid	133.0	N/A	N/A	887.0	N/A	21,185.0	141,304.0	9	N/A	N/A	N/A
SRI LANKA											**Exchange rate: 0.0422 rupee**	
Grant Kenyon & Eckhardt (Lanka)	Colombo	452.1	358.0	26.0	2,351.5	1,933.4	SLr10,713.0	SLr55,722.0	130	122	7.0	4
HTA Thompson Lanka	Colombo	221.6	189.9	17.0	1,477.1	1,266.1	5,250.0	35,001.8	38	38	0.0	1

1985 EDITION

FOREIGN AGENCY INCOME

SWEDEN-THAILAND

Agency	City	Gross income 1984	Gross income 1983 ($000)	Per cent change: income	Billings 1984	Billings 1983 ($000)	Gross income 1984 ($000; national currency)	Billings 1984 ($000; national currency)	Employes 1984	Employes 1983	Employes Per cent change	Number offices
SWEDEN												Exchange rate: 0.1227 kroner
Ted Bates AB	Stockholm	7,377.0	5,939.4	24.0	55,294.0	47,660.0	SKr60,122.0	SKr450,644.0	158	146	8.0	3
AB Ervaco	Stockholm	6,184.1	5,472.4	13.0	41,247.4	36,503.3	50,400.0	336,165.0	N/A	140	N/A	N/A
Grey Svenska AB	Stockholm	5,695.7	5,011.7	14.0	41,110.0	35,347.8	46,420.0	335,045.0	130	120	8.0	8
Annonsbyran Svea	Stockholm	5,360.9	4,771.9	12.0	53,111.4	47,258.5	43,691.0	432,856.0	171	160	7.0	1
Hans Brindfors Annonsbyra	Stockholm	4,270.0	2,638.0	62.0	30,675.0	24,540.0	34,800.0	250,000.0	51	36	42.0	3
Young & Rubicam AB	Stockholm	3,929.0	3,596.0	9.0	26,206.0	23,985.0	32,021.0	213,578.9	67	89	– 25.0	4
Hanser, Larsson & Roestlund/BBDO	Stockholm	3,063.1	2,698.9	13.0	23,483.6	20,691.6	24,964.0	191,390.7	48	46	4.0	1
Ehrenstrahle International	Stockholm/London	3,026.0	2,710.2	12.0	20,181.0	18,077.0	24,659.0	164,475.5	52	50	4.0	2
Ogilvy & Mather Group	Stockholm	2,729.0	2,687.0	2.0	19,284.0	17,547.0	22,242.0	157,160.0	67	70	– 4.0	6
Intermarco-Farner AB	Stockholm	2,699.4	2,430.2	11.0	18,005.0	16,209.0	22,000.0	146,740.0	56	53	6.0	3
Blanking	Malmoe	2,210.0	1,595.0	39.0	15,950.0	12,883.0	18,000.0	130,000.0	42	33	27.0	2
Lintas	Stockholm	2,108.3	1,756.5	20.0	11,586.3	10,755.5	17,182.7	94,427.7	47	45	4.0	1
Annonsbyran Landia AB	Stockholm	1,634.0	1,951.0	– 16.0	11,776.0	15,580.0	13,325.0	95,979.0	42	44	– 5.0	2
McCann-Erickson AB	Stockholm	1,554.0	1,328.0	17.0	10,365.0	8,858.0	12,664.0	84,469.0	39	43	– 9.0	N/A
Foote, Cone & Belding AB	Stockholm	1,535.2	744.0	106.0	10,240.0	4,961.0	12,512.0	83,455.0	30	19	58.0	2
Blomquistbyraerna AB	Stockholm	1,445.6	1,472.4	– 2.0	11,119.0	11,439.0	11,781.3	90,625.0	43	43	0.0	1
Perceptum Needham AB	Stockholm	1,472.4	1,161.0	27.0	9,820.0	10,370.1	12,000.0	80,040.0	22	22	0.0	1
D'Arcy MacManus Masius AB	Stockholm	1,463.0	1,410.0	4.0	17,283.0	14,261.0	11,920.0	140,854.0	40	40	0.0	1
J. Walter Thompson AB	Stockholm	1,195.0	1,164.0	27.0	7,967.1	7,760.4	9,741.0	64,943.2	21	24	– 13.0	1
Wellinder Information AB	Stockholm	858.9	711.7	21.0	6,221.0	5,000.0	7,000.0	50,700.0	18	15	20.0	1
Nedeby Ayer	Stockholm	803.7	785.3	2.0	6,704.1	6,505.2	6,550.0	54,638.5	19	21	– 9.0	1
DFS Pihlstrom AB	Stockholm	402.8	348.8	15.0	4,197.6	3,312.9	3,283.0	34,210.1	8	7	14.0	1
IMAA/AB Olof Isacsons Annonsbyra	Gothenburg	216.4	288.7	– 25.0	1,442.8	1,924.8	1,763.9	11,759.0	13	16	– 19.0	1
Gothus Annonsbyra AB	Gothenburg	158.4	169.9	– 7.0	1,056.1	1,132.5	1,291.1	8,607.0	15	22	– 32.0	1
SWITZERLAND												Exchange rate: 0.4368 S franc
Advico AG	Zurich	4,325.6	3,996.7	8.0	38,852.0	26,657.9	SF9,903.0	SF66,053.0	63	63	0.0	1
GGK Basel Werbeagentur	Basel/Zurich	4,237.0	3,800.0	11.0	28,304.6	25,334.4	9,700.0	64,800.0	69	61	13.0	2
Adolf Wirz Inc.	Zurich	4,180.0	4,140.0	1.0	27,890.0	27,580.0	9,570.0	63,850.0	59	61	– 3.0	4
McCann-Erickson S.A.	Geneva/Zurich	4,051.0	3,134.0	29.0	27,020.0	20,904.0	9,275.0	61,864.0	70	60	17.0	N/A
Farner Advertising	Zurich	3,874.4	3,673.5	5.0	25,837.0	24,504.0	8,870.0	59,150.0	68	68	0.0	1
Gisler& Gisler/BBDO	Zurich	3,663.9	3,495.7	5.0	24,438.1	23,316.4	8,388.0	55,948.0	61	64	– 5.0	2
Young & Rubicam AG	Berne	3,495.0	2,882.0	21.0	23,312.0	19,223.0	8,004.0	53,384.5	68	61	11.0	4
Doyle Dane Bernbach AG	Zurich	3,208.6	3,145.0	2.0	21,401.6	20,976.9	7,345.8	48,996.2	49	48	2.0	1
HCM CSWH	Zurich/Bienne	2,490.0	2,040.0	22.0	16,608.0	13,620.0	5,700.0	38,019.0	68	53	28.0	3
SSC&B:Lintas/Lintas:Zurich	Zurich	2,401.4	2,190.0	10.0	16,017.3	14,606.6	5,497.7	36,669.7	46	41	12.0	1
Zutter Sommer Marketing	Basel	2,192.7	1,970.0	11.0	15,340.4	13,119.3	5,020.0	35,120.0	25	27	– 7.0	1
Schellenberg, Ogilvy & Mather	Zurich	2,175.0	1,821.0	19.0	14,502.0	12,175.0	4,980.0	33,200.0	35	30	17.0	1
Seiler Zurich Werbeagentur	Zollikerberg	2,155.2	2,028.1	6.0	14,414.4	13,527.3	4,934.0	33,000.0	N/A	N/A	N/A	1
Kloeti Advertising	Zurich	2,061.7	1,820.1	13.0	15,820.9	13,963.2	4,720.0	36,220.0	31	31	0.0	1
Dieter Jaeggi AG	Berne/Zurich	1,934.8	1,856.4	5.0	12,973.0	12,361.4	4,450.0	29,700.0	N/A	N/A	N/A	1
J. Walter Thompson AG	Zurich	1,895.0	1,790.0	6.0	12,634.0	11,933.9	4,339.0	28,928.1	30	29	13.0	1
Barlogis und Jaeggi	Zurich	1,638.0	1,546.3	6.0	10,925.7	12,143.0	3,750.0	25,013.0	N/A	N/A	N/A	1
Aebi und Partner	Zurich	1,528.8	917.3	67.0	10,046.4	5,241.6	3,500.0	23,000.0	N/A	N/A	N/A	N/A
TBWA Switzerland	Zurich	1,437.8	1,387.0	4.0	9,585.6	9,251.0	3,292.0	21,945.0	22	23	– 4.0	1
Unicom SA	Geneva	1,315.2	1,529.0	– 14.0	8,779.7	10,177.4	3,011.0	20,100.0	27	39	– 31.0	2
HCM Geneva	Geneva	1,247.0	1,804.0	– 31.0	8,317.0	12,033.0	2,854.0	19,036.0	20	26	– 23.0	1
BEP S.A.	Lausanne	1,245.0	1,317.0	– 5.0	8,299.0	8,784.0	2,850.0	19,000.0	24	24	0.0	1
D'Arcy MacManus Masius AG	Zurich	1,116.0	1,265.0	– 12.0	7,469.0	8,431.0	2,555.0	17,100.0	19	20	– 5.0	1
Grey Switzerland	Geneva	793.2	765.4	4.0	5,290.7	5,105.1	1,816.0	12,112.4	15	12	25.0	1
Quadri +Partner	Zurich	541.6	520.7	4.0	3,670.0	3,472.6	1,240.0	8,400.0	10	10	0.0	1
Agence Pubaco	Bienne	524.2	436.8	20.0	2,830.5	2,402.4	1,200.0	6,480.0	14	13	8.0	1
Leo Burnett Co.	Geneva	268.2	255.1	5.0	1,788.0	1,701.3	614.0	4,095.0	10	5	100.0	1
T.C. Mettler	Zurich	231.0	210.0	10.0	1,100.0	1,000.0	530.0	2,600.0	6	6	0.0	N/A
Rogivue Consulting	Zurich	87.0	82.0	6.0	590.0	550.0	198.8	1,350.0	2	2	0.0	1
TAIWAN												Exchange rate: 0.00 T dollar
United Advertising	Taipei	2,924.6	2,461.5	19.0	19,497.5	16,410.5	T$116,985.0	T$779,900.0	150	150	0.0	1
Shin Shin Communications	Taipei	1,750.0	1,500.0	17.0	11,000.0	10,000.0	70,000.0	440,000.0	75	75	0.0	1
Kuo Hua Advertising	Taipei	1,467.5	1,159.7	27.0	9,783.6	7,731.5	58,701.8	391,345.0	123	112	10.0	1
United Communications (Unicom)	Taipei	1,318.1	842.2	57.0	8,743.1	5,897.0	52,722.0	349,722.0	46	38	21.0	1
Target Advertising	Taipei	388.1	169.1	130.0	2,727.3	1,193.4	15,525.1	109,092.7	27	21	29.0	1
Needham Standard International	Taipei	169.0	N/A	N/A	1,130.0	N/A	6,747.0	45,000.0	15	N/A	N/A	1
Leo Burnett Co.	Taipei	81.0	N/A	N/A	540.0	N/A	3,194.0	11,504.0	N/A	N/A	N/A	1
THAILAND												Exchange rate: 0.0434 baht
SSC&B:Lintas Thailand	Bangkok	4,099.0	3,550.0	15.0	29,100.0	24,174.0	Bht94,437.0	Bht670,506.0	152	138	10.0	2
Ogilvy & Mather (Thailand)	Bangkok	2,808.3	2,389.5	17.0	18,080.2	14,856.3	64,707.9	416,593.8	126	120	5.0	1
Ted Bates	Bangkok	1,822.0	1,605.8	14.0	12,152.0	10,850.0	42,000.0	280,000.0	115	103	12.0	1
Leo Burnett Ltd.	Bangkok	1,632.0	1,388.0	18.0	10,879.0	9,256.0	37,600.0	250,792.0	N/A	N/A	N/A	1
McCann-Erickson (Thailand)	Bangkok	1,581.0	1,487.0	6.0	10,545.0	9,918.0	36,437.0	243,035.0	84	80	5.0	N/A
Far East Advertising	Bangkok	1,434.9	1,445.5	– 1.0	9,630.0	8,547.0	33,062.0	221,893.0	140	133	5.0	1
Chuo Senko (Thailand)	Bangkok	1,367.1	1,100.0	24.0	10,199.0	7,700.0	31,500.0	235,000.0	42	43	– 2.0	
Prakit & Associates	Bangkok	891.9	792.9	12.0	5,945.8	5,286.1	20,550.0	137,000.0	63	65	– 3.0	1
Amex & Grey Advertising	Bangkok	775.7	570.0	33.0	5,040.7	3,801.9	17,413.0	116,145.0	51	52	– 2.0	1
Meridian Advertising (Thailand)	Bangkok	625.6	497.9	26.0	4,002.0	3,162.5	14,413.8	92,211.9	31	23	35.0	1
Kenyon & Eckhardt (Thailand)	Bangkok	558.7	645.7	–13.0	3,552.0	3,781.6	12,873.8	81,843.3	53	55	– 4.0	1
Thai Image Advertising	Bangkok	516.5	383.0	35.0	3,689.0	2,859.0	11,900.0	85,000.0	51	43	19.0	1

1985 EDITION **FOREIGN AGENCY INCOME** THAILAND-ZIMBABWE

Agency	City	Gross income 1984	Gross income 1983 ($000)	Per cent change: income	Billings 1984	Billings 1983 ($000)	Gross income 1984 ($000; national currency)	Billings 1984	Employes 1984	Employes 1983	Employes Per cent change	Number offices
Paterson & Partners Thailand	Bangkok	379.6	268.7	41.0	2,528.4	1,862.6	8,746.0	58,258.0	33	34	– 3.0	1
J. Walter Thompson Co.	Bangkok	370.8	129.2	19.0	2,472.3	861.2	8,544.4	56,965.5	26	18	44.0	1
Redford International	Bangkok	334.4	281.1	19.0	1,796.7	1,405.4	7,705.0	41,398.1	34	27	26.0	1
Needham Standard International	Bangkok	240.8	N/A	N/A	1,606.1	N/A	5,548.3	37,007.2	26	N/A	N/A	1
TRINIDAD												Exchange rate: 0.4153 T dollar
McCann-Erickson (Trinidad)	Port of Spain	2,658.0	2,350.0	13.0	17,729.0	15,675.0	T$6,399.0	T$42,681.0	78	75	4.0	N/A
Corbin Compton	Port of Spain	1,074.4	1,040.5	3.0	6,329.9	6,418.3	2,587.0	15,241.7	41	43	– 5.0	5
Foote, Cone & Belding/Trinidad	Port of Spain	875.5	702.3	25.0	5,839.1	4,694.6	2,108.0	14,060.0	30	30	0.0	1
Kenyon & Eckhardt/Caribbean Advertising	Port of Spain	595.4	570.4	4.0	3,980.0	3,804.6	1,433.6	9,550.0	25	25	0.0	1
TURKEY												Exchange rate: 0.0031 T lira
Pars/McCann	Istanbul	1,711.0	756.4	126.0	10,230.0	4,594.2	TL552,000.0	TL3.30 bill.	59	54	9.0	1
Reklam Moran A.S.	Istanbul	893.0	585.9	53.0	6,209.8	4,295.1	289,000.0	2.00 bill.	48	49	– 2.0	1
Rota Advertising	Istanbul	686.3	459.6	49.0	6,028.9	3,470.9	221,400.0	1.94 bill.	50	38	32.0	3
Informant Advertising	Istanbul	178.3	N/A	N/A	1,122.8	N/A	57,526.0	362,190.0	N/A	N/A	N/A	1
Park Advertising	Istanbul	97.7	N/A	N/A	651.0	N/A	31,500.0	210,000.0	N/A	N/A	N/A	1
URUGUAY												Exchange rate: 0.0201 peso
Impetu Organizacion Publicitaria	Montevideo	749.9	381.9	96.0	2,895.1	2,547.4	Ps37,310.5	Ps144,035.2	52	37	15.0	1
Corporacion Publicitaria	Montevideo	364.8	215.8	69.0	2,432.1	1,439.2	18,150.0	121,000.0	35	30	17.0	1
Grey-Uruguay	Montevideo	217.4	200.8	8.0	1,450.1	1,339.3	10,816.0	72,142.7	17	18	– 6.0	1
McCann-Erickson (Uruguay)	Montevideo	200.0	151.0	32.0	1,334.0	1,007.0	9,952.0	66,380.0	14	14	0.0	N/A
J. Walter Thompson Uruguaya	Montevideo	133.1	72.8	83.0	887.4	485.4	6,620.0	44,135.5	10	12	– 17.0	1
VENEZUELA												Exchange rate: 0.0763 bolivar
J. Walter Thompson de Venezuela	Caracas	3,813.5	3,672.9	4.0	25,424.7	24,487.3	Bs49,980.5	Bs333,220.0	142	111	28.0	1
CORPA-Corporacion Publicitaria Nacional	Caracas	3,649.1	3,473.8	5.0	24,339.3	23,170.1	47,825.3	318,994.5	162	142	14.0	3
Leo Burnett Venezuela	Caracas	1,416.0	1,184.6	20.0	9,440.0	7,901.5	18,558.0	123,782.0	68	60	13.0	1
Publicidad Siboney	Caracas	1,227.2	830.0	48.0	8,185.5	5,533.0	16,084.0	107,280.0	50	N/A	N/A	1
JMC Creatividad Orientada	Caracas	953.8	767.6	24.0	6,358.7	5,117.5	12,500.7	83,338.0	40	36	11.0	1
AW/Compton	Caracas	711.1	420.7	69.0	4,265.2	2,523.2	9,320.0	55,900.0	34	22	55.0	1
Grey Advertising de Venezuela	Caracas	685.1	496.6	38.0	4,569.6	3,312.3	8,979.0	59,889.9	32	38	– 16.0	1
International Marketing Communications	Caracas	600.0	568.0	6.0	4,002.0	3,789.0	7,871.0	52,466.2	N/A	N/A	N/A	1
BU/FCB	Caracas	568.1	469.2	21.0	3,789.0	3,129.4	7,445.2	49,659.3	36	32	13.0	1
Rafael Vegas & Asociados	Caracas	251.8	N/A	N/A	1,679.5	N/A	3,300.0	22,011.0	20	N/A	N/A	1
YUGOSLAVIA												Exchange rate: 0.00735 dinar
Ozeha Marketing & Advertising	Zagreb	970.6	656.9	48.0	4,338.3	2,844.5	D132,000.0	D590,000.0	122	129	– 5.0	6
ZAMBIA												Exchange rate: 0.825 kwacha
Young & Rubicam Zambia	Lusaka	442.0	434.0	2.0	2,948.0	2,895.0	Zk535.0	Zk3,567.1	18	17	6.0	1
McCann-Erickson (Zambia)	Lusaka	366.0	433.0	–15.0	2,441.0	2,888.0	444.0	2,961.0	0	17	N/A	1
ZIMBABWE												Exchange rate: 0.98 Z dollar
Michael Hogg & Young & Rubicam	Harare	1,248.0	1,076.0	16.0	8,324.0	7,177.0	Z$1,273.0	Z$8,490.5	67	64	5.0	1
SSC&B:Lintas (Zimbabwe)	Harare	714.4	787.3	– 9.0	2,956.5	3,092.8	729.0	3,016.9	35	33	6.0	1

How 12 global ad agencies rank around the world

Note: this table makes no distinction between a wholly-owned subsidiary, a joint venture or any other legal arrangement that an agency may have with a host nation. It shows how selected agencies rank by gross income within the national advertising industry.

	YOUNG & RUBICAM	J. WALTER THOMPSON	McCANN-ERICKSON	OGILVY & MATHER	LEO BURNETT	TED BATES	BBDO	SSC&B:LINTAS	FOOTE, CONE & BELDING	D'ARCY Mac-MANUS MASIUS	GREY ADVERTISING	SAATCHI & SAATCHI
Argentina	13	1	7	8	12	14	5	11	9		3	
Australia	6		5	4	7	1	2			11		8
Austria	11	9	3	10				2		17	18	7
Brazil	12	5	8	7	17	9	15	16	20			14
Britain	8	2	10	5	19	4	29	24	12	3	23	1
Canada	5	1	7	4	13	14	17	28	16	29	15	
Chile	9	1	3	11	14	10	2	4			7	13
Colombia			2	5	1		4		9			3
Dom. Republic	1		2		3				4			
Ecuador			2	3					4			
Finland			1	19		7		10		25		
France	5	20	16	13	30	15	26	5	22	27	24	10
Germany	7	3	4	6	14	16	1	2	19	9	5	13
Greece		1	9		15	3	4	10	11	17		5
Hong Kong	3	7	5	2	1	4	21	18	16	14	10	12
India		1		3				2				9
Italy	5	2	1	10	20	16	6	9	3	24	12	14
Japan	20	17	7		29		8		34	11	25	
Malaysia	7	2	8	6	4	1	9	3				10
Mexico	7	3	2	6	8		9	21	17	12	18	19
Netherlands	4	7	6	2	8	27	1	3	19	14	24	11
New Zealand		8		5	7		1	10	12	4	11	
Norway	4		3	3		1		8	10	11	12	7
Singapore	4	14	5	2	6	11	1	10	12	18	13	15
South Africa	4	7	12	6		3	1	8	5	10	2	9
Spain	13	1	5	11	19	2	4	3	29	16	26	23
Sweden	6	19	14	9		1	7	12	15	18	3	
Switzerland	7	16	4	12	27		6	10		23	24	14
Thailand		14	5	2	4	3		1		13	9	15
Venezuela	8	1		2	3				9		7	6

Source: compiled by Advertising Age.

Atari

(Continued from Page 4)

buying in the fourth quarter of last year. (For the entire year, Commodore ranked second behind Apple based on dollars spent.)

Mr. Tramiel gained further advantage after joining Atari by taking the company private, slipping out of the spotlight that has followed most of the larger computer companies through their most difficult times. Without public scrutiny of his books, observers and competitors can only speculate about the health of the "new" Atari.

The company began life in 1972 as a coin-operated videogame manufacturer, and by 1981 accounted for about 70% of the burgeoning, $1.1 billion videogame industry. When the "game over" sign flashed for that industry, Atari graduated to home computers but never regained its former position; when Mr. Tramiel took over in July, Atari was the cinder of a falling star. The company that once generated annual profits of more than $200 million was losing about $4 million a week.

Pruning at the "campus"

The staff size now is stable at around 205 people, down from the approximately 1,200 on staff before Mr. Tramiel began cutting overhead and personnel. The new Atari "campus" in Silicon Valley is comprised of five buildings, down from 25. Mr. Tramiel also pruned Atari's existing lines, narrowing the company's products to two models: The 800XL home computer and the 2600 videogame player. His actions apparently succeeded. Today, Atari is operating at a small profit, according to James Copland, Atari vp-marketing.

At the same time, Atari began charting its future by developing two new lines of computers designed to carry the company into the next generation of technology.

The XE line, offering what has become a small-potatoes memory of 64 kilobytes, uses the same 8-bit microprocessor technology employed by the original Apple II, Commodore's Vic-20, the Commodore 64 and Atari's own 800XL. Atari will price the XE line at less than $100, tapping the lowest end of the home-computer market.

"We realize there is a definite retreat from the 64K market and at this point in time, that's the only baby we've got," Mr. Copland said almost cavalierly during a recent interview in his cluttered office. "The XE line is as important as the consumer wants it to be. If the consumer doesn't want an XE product, we won't have an XE product out for very long."

Atari began shipping the XE line last month with little fanfare and no advertising. Mr. Copland discounted the importance of advertising during the first half of the year, traditionally a slow period for home-computer sales.

Higher stakes with ST

The company's forthcoming ST line of computers, however, represents a different story—and higher stakes.

"If the consumer doesn't want an ST version, I don't believe there's a personal computer market," declared Mr. Copland, who headed Commodore's operation in his native Canada and helped establish Commodore as the best-selling computer there.

The ST, nicknamed "Jackintosh" by the industry, is Atari's effort to match Apple's sophisticated Macintosh computer. Atari plans to offer the machine in two configurations, differing only in the amount of memory each model carries. Model 130ST, featuring 128K of memory, and Model 520ST, with 512K, mimic the two basic Macintosh configurations. In addition, the ST computers borrow some of the innovations incorporated in the Mac, such as icons or on-screen picture messages and the optional "mouse" pointing device, which is used instead of the traditional keyboard.

There the supposed similarities end, and Mr. Tramiel begins. He will price the ST at less than $800. Apple's Mac sells for $2,195 to $2,795.

The next round of home-computer battles is not expected until the last quarter of the year, when consumers buy a disproportionate number of home computers. Market researcher Future Computing, Richardson, Tex., estimates that 39% of all home-computer sales in 1984 were in the final quarter.

That's the fight Atari is girding for. By then, the company expects to have its manufacturing and distribution operations in place, and Mr. Tramiel will put his price-driven marketing plans to the test by trying to cloud Apple's highly polished shine.

"When we go out with our ST machine for $779 at retail, we'll ask Apple to justify how they can go out and sell their machine for $4,000," Mr. Copland said. (Apple's so-called Fat Mac, a Macintosh with 512 kilobytes of memory, lists at $2,795, but add-ons can increase the price.)

Mr. Copland said 10% of gross sales will be devoted to advertising, with the majority of ad dollars going to tv. "We start from zero dollars and work up, versus [telling an agency] 'Here's a million [dollar] budget—can you do it?' "

Atari's product ads will carry simple variations on the company's internally developed "Power without the price" slogan. However, the ads also will be called upon for a much tougher task: Selling Atari as a financially stable operation in an unstable market. Since Coleco abandoned the home-computer market early this year and, more recently, IBM ceased production of its PCjr, consumers may be unwilling to purchase a computer, regardless of its price/performance value, from a financially struggling company.

Big job for small agency

The job of selling both the company and its products falls to Goodby, Berlin & Silverstein, a small San Francisco creative shop founded less than two years ago by Ogilvy & Mather alumni (AA, Feb. 18).

Atari surprised no one with its choice of a small agency ($8 million in billings) to handle what it says will be a $100 million account. Both the old Atari and Mr. Tramiel, while at Commodore, clashed with major New York agencies over creative direction and payment, and few full-service agencies expressed interest in pitching the new Atari account unless Mr. Tramiel would agree to sign an irrevocable letter of credit.

Although all other Atari computers will be sold through mass merchandisers, the company plans to sell its top-of-the-line ST models through computer dealers. Customers of the higher-price 520ST, the company believes, will be more likely than other consumers to purchase an entire system, including extra disc drives, printers, monitors and telecommunications equipment. This kind of buy calls for more personal sales attention than a mass merchandiser is likely to offer and the dealer network will be necessary.

But here, Mr. Tramiel's past may haunt him.

Mr. Tramiel revolutionized the home-computer market when he took Commodore in precisely the opposite direction, broadening the company's distribution channels to include mass merchandisers. By doing so, he angered many dealers who carried Commodore computers but could not afford to compete against the low margins on which mass merchants thrive. The experience could hinder Atari's efforts to find receptive dealers, especially at a time when even full-service computer dealers are feeling the pinch of slow sales.

Mr. Copland conceded that dealer reaction has been "mixed" to date. He added, however, that several dealers have collected deposits from potential customers for the unreleased ST line, and several cut-rate mail-order houses already are including the new Atari lines in their catalogs.

The sophisticated nature of the ST may pose yet another problem for Mr. Tramiel's born-again Atari: A perceived lack of software. Even though more than 400 Mac programs exist, the same perception stalks Apple's Macintosh, a situation not helped by Lotus Development Co.'s apparent delays in bringing to market its long-heralded Jazz multifunctional software package for the Mac (AA, March 25). And unlike Atari, Apple has curried the support of independent software developers.

Hope from Spinnaker

But there may be hope for Atari from at least one source. Spinnaker Software, Cambridge, Mass., now is converting some of its best-selling software to the ST operating system and said it expects to demonstrate its ST-compatible software during the summer Consumer Electronics Show in June. It will begin shipping in August.

Spinnaker president William Bowman believes Atari's ST line will allow software publishers to create much more powerful programs.

"The frustration for home software developers has been the need to tame programs down [because of the machines' limited capabilities]," he said. "The ST has warped us [developers of home-computer software] into a new world. Now we have to take advantage of the new power."

What are Atari's chances for success? Apple declined to comment, but a source at Commodore was less reticent—predicting that Atari will file for bankruptcy before the end of the year. "Atari going out of business will be a benefit to the industry," he said, noting that a period of price stability will follow. Atari's biggest problem, according to the source, will be financing the operation and locating a market for its machines.

Nevertheless, Mr. Tramiel may be a hard man to count out. He is, after all, the survivor of many wars.#

Dial's promotion dunked by Salton

By JULIE FRANZ

NORTH CHICAGO, ILL.—Salton Corp., marketer of Wet Tunes waterproof radios, is confident it one day will be singing "Aren't you glad you sued Dial," says its president, Al Finesman.

Salton sued Armour-Dial, Phoenix, for patent infringement after the soap marketer began a promotion offering a waterproof radio for $12.95 and three Dial wrappers.

The offer, via freestanding inserts in newspapers April 7, went to 47 million consumers. Point-of-purchase displays also pushed the offer. The promotion was designed in-house.

Salton filed suit April 8, charging Armour-Dial with patent infringement and unfair competition. The damages Salton seeks will be set when the company determines how many radios Armour-Dial shipped, how many orders Salton may lose due to the offer and other factors, said Ronald A. Sandler, partner, Epton, Mullin & Druth Ltd, Salton's Chicago law firm.

Salton won an injunction stopping Armour-Dial from shipping more radios or placing promotional ads until a hearing April 22.

A spokeswoman for Armour-Dial wouldn't say where it's getting the radios or comment on the suit.

Once the supplier is known, Salton said, it may sue that company as well.

Armour-Dial's waterproof-radio promotion, via freestanding newspaper inserts, has landed the soap marketer in court. Salton Corp. contends that Dial violated patent law by offering a waterproof radio by a different maker.

Salton already has successfully filed suit against six importers of waterproof radios, Mr. Sandler said.

Salton has sold 350,000 waterproof Wet Tunes since last May. The line has three items: The original Wet Tunes, selling for $24 to $30; a stepped-up version with a built-in digital clock for $34, and the Beachcomber, a $59 model with built-in cassette tape player, storage compartment and tan timer all in a scuba-yellow, water-resistant case. The company expects to sell 750,000 units this year, Mr. Finesman said.

Salton concentrates on co-op advertising with department stores. Its ads are produced in-house.#

Gurnier moves office

HAMPTON, N.H.—The Gurnier Co., an agency specializing in banking, industrial and high-tech accounts, has moved its offices to 1 Park Ave., P.O. Box 788, 03842.

Survey bad raps media

WASHINGTON—Newspaper editors and reporters rank below their tv counterparts, but ahead of advertising executives and used-car salesmen, according to a new survey dealing with media credibility.

Commissioned by the American Society of Newspaper Editors and released during the group's annual meeting here recently, the nationwide survey said both newspapers and tv have credibility problems. Many people choose tv news over daily newspapers for many areas of coverage. Local news is an exception.

In talking to focus groups in five cities and analyzing responses to questionnaires from more than 1,000 persons, the survey sought to rate the "honesty and standards" of members of several professions.

Members of the clergy got the highest mark, with 53% of those responding giving them a "high" rating.

Doctors received 48%, police 41%, tv anchors 40%, public school teachers 39% and tv reporters 28%.

Newspaper editors were scored 27% in the "high" classification, followed by newspaper reporters with 18%, advertising executives 12% and used-car salesmen at the bottom with 3%.

Asked about "opinions" expressed in several sections of the daily newspaper, the survey revealed that 24% of readers would like to see more opinion in paid advertisements, 62% thought the degree of opinion in ads was about right and 14% would like to see less. Fifty-two per cent of readers surveyed wanted more opinion on the editorial page, 31% felt the same about the sports pages but only 23% wanted more opinion on the front page.

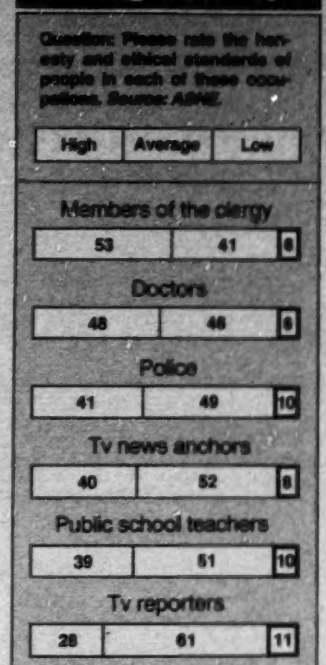
One respondent among the 39% who believed advertisers influence daily newspapers said, "They [newspapers] make a profit from advertising, and the people who advertise are not people like me who are working for $10 an hour. They're people who are taking out $100,000 in advertising.

"And if there's anyone who we [the newspapers] don't want to make mad," he added, "it's somebody who's taking out $100,000 in advertising."

Media Opinion Research, Minneapolis, conducted the survey for ASNE. Single copies are available for $6.50 from ASNE, P.O. Box 17004, 20041.#

Rating honesty

Question: Please rate the honesty and ethical standards of people in each of these occupations. Source: ASNE.



NCS roots around for more shoppers

By JENNIFER LAWRENCE

HOUSTON—National Convenience Stores, owner and operator of more than 1,100 convenience stores, mainly under the Stop N Go name, is going whole hog in a major new advertising effort that mirrors the company's strategy to promote fast-foods.

Last week NCS launched a 30-second tv spot in major Texas markets and Las Vegas featuring Sorrell Booke, better known as Boss Hogg in the "Dukes of Hazzard" tv show now in syndication, swilling down Stop N Go's branded 46-oz. drink called the "Hawg."

Besides this "Boss compares" spot, which is the first time NCS has used tv, the new campaign introduced the company's "neighborstore" positioning in a 60-second radio spot that will be used consistently in key markets throughout the year. A jingle with the theme "We're neighbors—We're Stop N Go" debuted and will be used in all broadcast spots.

The neighborstore spot backs up NCS' new logo, new store design and shift in product mix.

The spring campaign marks the beginning of NCS' greater commitment to advertising, according to Bob Landsdowne, president of GSD&M/Houston, which handles the account.

He noted that initial advertising begins with product ads and positioning, while later ads will be directed toward women to help broaden Stop N Go's customer base.

Although budget was not disclosed, Jerry Welch, NCS senior vp-stores, last fall said he expected the annual ad budget to double to $8 million in the coming fiscal year (AA, Dec. 3).

Dave Mitchener, NCS corporate director of marketing/merchandising, said store sales are expected to increase by 10% by yearend as a result of the new ad push, which also includes direct mail, outdoor and point-of-purchase.

NCS' sales volume of $819 million for fiscal 1984, ending last June 30, places the retailer third in the $28.3 billion industry, behind Dallas-based Southland Corp.'s 7-Eleven chain and Phoenix-based Circle K Corp. NCS operates in 11 Sunbelt states.

In the first wave of product spots, which feature Mr. Booke in both tv and radio, the 46-oz. Hawg soft drink at 99¢ is compared to two 22-oz. McDonald's drinks selling for about $1.40. Besides the cost advantage, Mr. Booke is told the Hawg comes in a reusable plastic container shown with its design of the sporty pig known as the Hawg.

While Mr. Booke does not actually play the part of Boss Hogg, a copyrighted character, the radio and tv spots play off recognition of Mr. Booke as Boss. The humorous spots are intended to inject "some fun," since Mr. Booke is cast in the unlikely role of a serious thirsty jogger, according to Mr. Mitchener, who added the spots promote the value and convenience of buying the Hawg as the soft-drink season gets under way.

The next wave, to air in May, also will feature Mr. Booke in spots that focus on the fast-food segment of the business, while a third wave will be a combination of the first two spots. The campaign will shift gears in summer with other talent while neighborstore spots continue. Specific plans were not disclosed.#

New tv spots for Stop N Go stores play on the popularity of Sorrell Booke, who played Boss Hogg in the "Dukes of Hazzard." Mr. Booke is featured as a jogger who quenches his thirst with the chain's branded 46-oz. drink called the "Hawg." GSD&M/Houston handles the account.

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Otc products key drug ad spending

By JULIE FRANZ

CHICAGO—Ad agencies looking for new prescription-drug advertising dollars should look instead to drug substances given the government's green light for over-the-counter sales, said speakers at an industry meeting here April 11.

While the Food & Drug Administration has approved only 34 prescription-drug ingredients for over-the-counter use in the last five years, these ingredients are found today in literally hundreds of brand-name otc drugs, according to the Proprietary Assn., the industry's trade group in Washington.

As the number of approved ingredients rises, so competition and the need for advertising rise also, industry sources said.

Sales of otc drugs rose to $7 billion in 1983 (the last year for which figures are available) from $5 billion in 1980. Drug advertising that year was $1.4 billion, industry sources said.

While prescription-drug marketers still are not likely to begin advertising directly to consumers, they do need to change the way they reach physicians, according to William Castagnoli, Medicus Intercon International, New York, a Benton & Bowles company, who addressed the Midwest Pharmaceutical Advertising Council meeting.

Physicians have created a comfortable liability buffer between manufacturers and consumers. Manufacturers' drug-accident liability would increase dramatically if that buffer were removed, he said.

Successful prescription-drug ads should show physicians how a drug will improve their practices as they face mounting pressures from the government, hospitals, third-party payers and patients to reduce costs, Mr. Castagnoli explained.

Prescription drugs that truly reduce costs as opposed to other drugs or advanced medical procedures should trumpet those claims, he said. A drug with fewer side effects can reduce the length of a patient's hospital stay, not to mention patient complaints.#

Consumer Magazine Ad Linage

Advertising pages for U.S., Canadian and foreign consumer publications

April

	Current month 1985	Current month 1984	Year-to-date 1985	Year-to-date 1984
— Art & antiques —				
American Artist	66.6	69.9	268.8	252.7
Antiques	142.8	153.4	609.8	609.4
Antique Monthly	26.1	30.9	108.1	126.6
Art in America (11X)	124.0	162.0	453.0	530.0
Southwest Art	64.2	73.8	293.2	302.0
Total Group	423.7	490.0	1,732.9	1,820.7
% change		-13.5%		-4.8
— Auto/cycle/rec. vehicles —				
AutoWeek (52X)	164.6	152.5	489.5	457.4
Car & Driver	124.7	107.9	419.0	320.0
Car Collector & Car Classics	18.2	22.6	77.3	84.5
Car Craft	88.1	88.2	261.0	233.8
Cycle	80.0	74.7	211.8	218.0
Cycle Guide (11X)	62.1	71.0	162.5	184.4
Cycle World	76.1	88.3	229.2	239.3
Dune Buggies & Hot VWs	85.5	75.5	325.5	305.6
Family Motor Coaching	128.8	137.5	610.1	587.4
4 Wheel & Off-Road	84.9	84.6	270.6	247.3
Four Wheeler	90.7	73.7	322.9	252.1
Hot Rod	86.0	72.4	230.1	192.0
Motorcyclist	63.3	59.0	149.4	157.0
Motor Trend	100.7	64.8	302.1	209.0
Motorhome Life	105.0	97.2	382.6	345.8
Pick-Ups & Minitrucks	47.6	33.1	127.2	103.5
Road & Track	130.9	106.1	419.2	358.3
3 Wheeling	61.5	33.6	206.3	108.9
Trailer Life	143.9	142.0	495.9	494.4
Total Group	1,742.6	1,584.7	5,692.2	5,098.7
% change		+9.9%		+11.8%
— Boating & yachting —				
Boating	172.2	167.1	644.2	642.8
Chesapeake Bay	39.8	32.3	123.9	114.7
Cruising World	145.9	153.3	540.5	563.2
Lakeland Boating (10X)	74.0	69.3	275.5	233.6
Motor Boating & Sailing	171.4	174.6	781.4	732.8
Sail	162.0	158.4	600.2	596.5
Sea & Skipper	60.1	67.8	218.3	242.8
Small Boat Journal (6X)	61.5	55.8	103.5	98.4
Trailer Boats (11X)	45.5	50.0	157.2	162.6
Western Boatman (6X)	49.5	20.3	103.6	59.6
Yachting	178.8	191.1	745.2	758.9
Total Group	1,168.7	1,139.6	4,293.5	4,205.9
% change		+1.8%		+2.1%
— Canadian —				
L'Actualite	87.0	90.7	209.8	240.2
Chatelaine:				
English Edition A.	102.9	130.4	378.9	391.6
French Edition	82.0	105.5	301.7	326.1
City Woman (5X)	42.2	43.3	93.9	86.5
Equinox (6X)	29.0	50.5	43.8	80.3
Financial Post A.	38.7	67.8	126.5	169.4
Flare A.	71.9	70.2	241.5	183.0
Homemaker's (10X)	65.9	75.6	182.7	251.6
Madam Au Foyer (10X)	50.5	67.3	150.8	223.3
Macleans (52X) A.	163.7	170.0	476.2	443.0
Montreal Calendar	44.0	32.0	79.8	74.0
Montreal Ce Mois Ci	50.5	41.0	86.3	88.0
Reader's Digest:				
Canadian-English A.	96.6	114.5	228.7	237.8
Canadian-French A.	82.0	99.0	174.5	206.6
Toronto Life	102.2	115.3	299.8	324.9
Vancouver	69.5	58.2	254.8	237.8
Total Group	1,178.6	2,361.8	3,334.7	3,584.1
% change		-50.1%		-7.0%
— Civic/fraternal —				
American Legion	23.2	21.6	118.8	116.4
Elks (10X)	19.5	23.3	89.2	106.3
Kiwanis (10X)	15.3	11.6	60.0	49.9
Lion (10X)	3.0	6.6	19.2	31.7
Rotarian	9.0	15.1	47.7	62.5
V.F.W. (11X)	24.1	24.9	105.6	120.3
Total Group	94.1	103.1	440.5	487.1
% change		-8.7%		-9.6%
— Comics —				
Archie Comic Group (6X)	10.0	10.0	20.0	20.0
DC Comics	6.0	6.5	27.5	32.5
Marvel Comics Group	7.0	8.5	34.5	37.5
Total Group	23.0	25.0	82.0	90.0
% change		-8.0%		-8.9%
— General —				
American Health (10X)	44.7	48.4	—	—
American West (6X)	52.2	26.3	77.7	48.8
The Atlantic A.	77.0	75.3	207.9	187.2
Audubon Magazine (6X)	34.4	—	—	—
Bon Appetit A.	86.9	93.8	318.3	300.6
Changing Times	45.6	42.8	154.8	184.9
Connoisseur	87.8	78.1	227.4	199.5
Consumers Digest (8X)	37.5	15.5	83.5	33.0
Ebony	98.9	90.0	343.3	312.5
Fifty Plus	33.8	40.5	133.3	154.8
Food & Wine	39.6	35.5	154.4	138.1
Games	18.9	24.2	67.9	92.3
Gourmet	108.5	96.9	362.6	290.3
Home Entertainment (8X)	33.5	32.5	72.0	66.5
Harper's Magazine A.	30.8	26.2	108.0	100.6
Life	66.4	63.2	233.3	215.4
Modern Maturity (6X)	48.9	34.1	98.9	79.3
Money	119.1	149.7	457.3	467.4
Moneysworth (4X)	—	—	24.8	27.0
Mother Earth News (6X)	41.5	51.0	94.5	113.7
Mother Jones (10X)	16.7	17.3	45.7	52.2
National Geographic	22.4	24.3	80.4	82.1
Prevention	51.9	66.7	238.7	279.9
Reader's Digest A.	85.9	83.5	304.2	321.0
Saturday Evening Post (9X)	33.7	34.7	96.6	122.3
Signature	65.7	61.1	220.4	231.3
Smithsonian	107.3	99.8	372.2	357.3
Success	29.7	34.8	115.2	138.9
Sylvia Porter's Personal Finance (6X)	38.8	29.8	118.3	89.3
Town & Country	147.9	160.4	487.2	513.9
Travel	63.2	58.9	241.6	249.5
Travel & Leisure	133.3	144.5	446.5	447.6
Vanity Fair	25.3	21.5	117.5	93.4
Writers Digest	21.4	19.9	86.5	103.5
Yankee	72.1	77.2	275.5	338.1
Total Group	2,018.3	1,958.4	6,345.1	6,402.2
% change		+3.0%		-0.9%
— Home —				
Americana (6X)	47.5	46.5	87.8	81.0
Architectural Digest A.	141.2	162.7	469.3	468.4
Better Homes & Gardens	117.2	128.8	423.4	406.7
Colonial Homes (6X)	62.0	72.8	108.2	130.8
Country Journal	29.2	28.9	131.1	150.5
Country Living	70.9	66.7	253.7	233.8
Dallas/Ft. Worth Home & Garden	61.0	81.6	228.0	255.9
Family Handyman (10X) A.	70.6	97.1	253.6	305.6
Flower & Garden (6X)	45.3	43.1	92.6	103.5
Home	57.9	87.1	205.0	226.0
The Homeowner (10X)	27.8	23.6	91.5	75.8
Horticulture	48.0	34.0	101.0	90.5
House Beautiful	97.6	120.6	297.3	343.6
House & Garden	112.4	106.7	373.9	306.8
Houston Home/Garden	86.0	115.5	323.5	361.5
Metropolitan Home	103.3	57.2	274.6	218.2
New Shelter (9X)	41.0	41.7	215.3	194.2
1001 Home Ideas	40.5	45.0	162.6	148.9
Organic Gardening	64.8	71.0	264.1	331.4
Phoenix Home/Garden	80.7	58.0	280.8	233.7
San Diego Home/Garden	57.5	65.2	240.1	237.3
South Florida Home/Garden	49.8	—	149.5	—
Southern Accents (6X)	—	—	165.1	130.8
Southern Living	154.9	174.6	490.7	511.6
Sunset Magazine A.	188.9	179.7	549.2	524.8
Texas Homes	76.8	70.2	301.6	294.5
Workbench (6X)	—	—	115.9	130.7
Total Group	1,932.8	1,978.3	6,649.4	6,496.5
% change		-2.3%		+2.3%
— In-flight & other passenger —				
Alaska Airlines	55.9	51.6	181.8	174.5
American Way (26X)	175.7	114.7	499.0	411.7
East/West Network: Eastern Review	97.8	114.5	409.8	468.2
Northwest Orient	42.7	34.8	149.5	123.5
Ozark	45.7	55.5	148.2	180.4
PSA Magazine	81.0	107.2	296.1	363.6
Pan Am Clipper	69.3	69.5	230.5	233.2
Republic Scene	55.3	73.8	178.2	238.7
Southwest	88.8	100.0	345.5	352.2
United	107.8	110.2	425.0	424.5
USAir	53.7	66.8	229.4	242.5
Western's World	49.3	72.3	223.0	239.0
Halsey Publications: Air Cal	49.3	57.0	186.4	191.6
Delta Sky	85.2	78.3	289.3	306.6
Frontier	22.5	30.8	99.1	131.5
Skylife	15.3	19.3	83.7	76.3
Hawaii (6X)	26.0	21.0	99.5	86.4
Pace	64.4	88.3	215.4	166.1
Spirit of Aloha (6X)	25.7	20.5	98.7	82.8
Total Group	1,211.4	1,286.1	4,388.1	4,493.3
% change		-5.8%		-2.3%
— Men's —				
Esquire A.	102.5	103.0	354.5	323.5
Firehouse Magazine (13X)	48.1	45.5	167.8	163.0
Gentlemen's Quarterly A.	175.0	197.0	555.6	568.2
M Magazine	63.2	57.0	206.5	239.7
Penthouse A.	43.8	47.1	154.8	180.7
Playboy A.	70.4	77.9	270.8	269.2
Total Group	503.0	527.5	1,610.0	1,744.3
% change		-4.8%		-7.7%
— Metropolitan —				
Aloha (6X)	38.6	26.5	66.8	51.7
Atlanta	61.8	50.2	198.1	198.6
Baltimore	83.4	69.7	294.1	226.8
Boston	151.2	139.9	567.3	496.6
California	68.3	67.5	260.8	222.0
Charlotte (10X)	23.0	20.0	69.0	56.0
Chicago	163.0	151.1	481.3	488.7
Chicago's North Shore	77.0	83.5	300.5	314.1
Cincinnati	48.4	43.4	214.4	172.3
Cleveland	75.7	69.0	311.6	266.7
Coast (38X)	296.1	422.5	798.1	774.1
Columbus Monthly	73.4	68.5	249.8	231.6
Connecticut	96.0	90.3	341.1	305.8
D/Magazine, Dallas/Ft. Worth	133.9	141.9	455.3	435.8
Denver	33.8	25.5	112.1	88.0
Grand Rapids	51.7	47.0	189.0	192.3
Gulfshore Life (10X)	57.2	75.5	283.1	380.9
Honolulu	66.0	67.0	241.3	228.7
Houston City	80.2	87.3	279.1	289.2
Indianapolis	39.4	39.0	138.4	129.7
Kansas City	35.3	34.4	127.1	124.5
Los Angeles	185.3	199.0	642.3	699.0
Louisiana Life (6X)	61.9	65.0	132.2	124.4
Madison	46.0	45.0	235.0	233.0
Metropolitan Detroit	53.0	107.5	205.5	—
Miami Mensual	41.1	37.9	168.9	152.9
Miami/South Florida	91.2	122.6	342.8	343.0
Milwaukee	45.3	35.4	232.6	141.7
Minneapolis/St. Paul	85.8	104.5	387.2	298.1
Monthly Detroit	47.9	77.0	176.8	174.4
New Jersey Monthly	56.3	80.1	218.6	195.8
New Mexico	40.0	30.6	150.7	129.9
Ohio	56.0	56.9	237.3	199.0
Oregon	39.5	47.2	119.6	81.7
Orlando	126.3	115.0	410.1	341.3
Palm Beach Life	90.5	106.8	443.4	443.4
Palm Springs Life	121.8	118.6	587.7	572.0
Philadelphia	140.3	153.0	512.8	476.4
Phoenix	93.3	89.4	420.1	353.7
Pittsburgh	73.2	73.0	214.6	234.4
St. Louis	58.0	66.5	218.5	227.0
San Diego	163.7	171.3	612.3	539.8
San Francisco	62.3	66.7	307.0	239.0
San Francisco Focus	97.0	64.5	323.7	194.0
Texas Monthly	132.7	152.8	420.6	460.7
Twin Cities	58.7	74.0	198.9	237.2
Ultra	84.1	86.9	366.8	366.2
The Virginian (6X)	—	—	120.0	81.0
Washington Dossier (11X)	50.0	62.0	198.0	193.0
The Washingtonian	144.0	149.0	592.0	539.0
Total Group	4,097.6	4,766.1	15,174.3	13,501.7
% change		-14.0%		+12.4%
— Movie/romance/radio/tv —				
Macfadden's Women's Group: Modern Romances	25.6	25.6	78.6	100.9
Secrets	25.6	25.6	78.6	100.9
True Confessions	25.6	25.6	78.60	100.9
True Experience	25.6	25.6	78.6	100.9
True Love	25.6	25.6	78.6	100.9
True Romance	25.6	25.6	78.6	100.9
Sterling Women's Group: Daytime TV	29.5	27.5	115.0	109.0
Modern Screen	17.5	20.5	29.5	41.0
Movie Mirror (6X)	25.5	20.5	46.0	61.5
Soap Opera Stars	21.5	16.5	39.0	56.5
TV Movie Screen (6X)	7.0	5.0	13.0	5.0
TV Picture Life (6X)	7.0	20.5	13.0	61.5
Total Group	261.6	264.1	727.1	939.9
% change		-0.9%		-22.8%
— Music/entertainment —				
American Film (10X)	24.0	24.0	78.0	88.0
Audio	65.0	57.0	309.0	226.0
Circus Magazine	51.5	41.6	185.6	141.7
Dance Magazine	65.7	71.0	243.3	257.1
Musician	57.9	59.3	229.3	244.5
Playbill D.	52.5	825.0	194.0	228.6
Record	27.8	31.3	94.0	88.5
Stereo Review	30.2	50.4	143.6	174.6
Video Magazine	64.7	64.3	302.5	261.1
Video Review	85.2	47.8	256.9	213.7
Total Group	524.5	1,271.7	2,033.2	1,723.8
% change		-58.7%		+5.7%
— National Sunday magazines —				
Family Weekly (52X) A.	38.7	58.2	198.6	233.2
Parade (52X)	52.9	53.3	215.3	229.5
Total Group	91.6	111.5	413.9	462.7
% change		-17.8%		-10.5%
— Outdoor & sport —				
Alaska	65.3	43.0	201.8	163.8
The American Handgunner (6X)	35.0	35.0	293.0	293.0
American Hunter	14.5	12.9	65.4	52.6
American Rifleman	22.9	25.7	95.1	102.0
Backpacker (6X)	—	—	61.0	74.2
Bass Master (9X) A.	62.7	62.5	296.3	251.4
Bicycling (9X)	108.4	105.8	299.2	315.1
Field & Stream	103.0	106.5	364.4	353.8
Fins & Feathers A.	59.6	73.4	144.6	166.6
Florida Sportsman	125.0	114.8	499.9	416.6
Flying	48.1	41.8	168.9	155.7
Fur-Fish-Game	15.3	23.2	86.3	94.1
Golf Digest	102.6	129.3	416.4	412.1
Golf Magazine	58.7	77.4	376.8	421.8
Guns	25.0	28.0	402.0	394.0
Guns & Ammo	40.8	48.1	157.7	161.4
In-Fisherman (6X)	133.0	126.0	322.5	309.0
Muscle & Fitness	102.0	103.0	428.3	422.6
Outdoor Life	81.0	92.1	349.7	350.8
Outside Magazine	65.5	53.6	179.1	137.1
Petersen's Hunting	36.7	31.0	131.7	120.1
The Runner	61.2	57.4	146.2	170.0
Runner's World (13X)	43.2	49.2	137.5	182.1
Salt Water Sportsman	108.2	95.2	386.7	345.1
Shooting Times	27.4	28.7	119.4	144.8

(X) Represents the number of times published each year; publications are monthly unless otherwise specified.

A. Sectional linage included but prorated to circulation of regional editions. B. Sectional linage included but not prorated to circulation of regional editions. C. Combined unduplicated regional ads. D. Includes anniversary issue. * All affiliated with Sunday Mag/Net. except Los Angeles Times Home Magazine and New York Times Magazine.

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April

	Current month 1985	Current month 1984	Year-to-date 1985	Year-to-date 1984
Ski (8X) A.	29.3	32.2	215.4	249.2
Skiing (7X)	—	—	203.3	215.3
Skin Diver	76.9	81.6	307.9	319.6
Southern Outdoors (8X)	45.6	52.6	133.1	147.5
Sport	45.6	54.2	163.0	180.7
Sports Afield	92.6	112.2	349.7	368.7
Tennis	102.3	113.6	287.4	293.4
Western Outdoors (10X)	68.3	45.5	202.9	184.3
Total Group	1,925.7	2,572.1	7,962.6	7,978.7
% change		-25.1%		-0.2%
— Photography —				
American Photographer	43.8	43.7	161.7	156.1
Petersen's Photographic	25.0	36.4	101.8	125.5
Popular Photography	90.7	89.3	356.7	368.2
Total Group	159.5	169.4	620.2	649.8
% change		-5.8%		-4.5%
— Religious —				
BBI Jewish Monthly (10X)	24.4	28.4	90.9	93.1
Christian Herald (11X)	28.8	30.5	129.7	132.0
Christian Life	29.8	28.4	104.2	112.2
Christianity Today (18X)	79.0	69.7	282.8	261.2
Inside (4X)	82.8	90.5	82.8	90.5
Moody Monthly (11X)	57.8	57.9	222.3	216.8
Today's Christian Woman (6X)	50.0	41.6	89.7	65.8
Total Group	352.6	347.0	1,002.4	971.6
% change		+1.8%		+3.2%
— Science/electronic/mechanic —				
Compute	61.0	80.0	238.0	378.0
Compute's Gazette	60.0	78.0	293.0	346.0
Computers & Electronics	32.7	47.7	144.3	189.1
Creative Computing	62.2	118.9	327.5	542.5
Discover	30.9	32.5	132.9	154.5
Family Computing	33.9	51.8	188.3	218.4
Home Mechanix	75.5	88.1	280.9	285.6
Info World (52X)	180.0	205.0	614.0	815.0
Natural History	61.3	55.4	182.3	194.7
Omni	61.9	62.5	222.8	225.6
Personal Computing	135.9	132.9	577.3	647.4
Popular Mechanics	104.0	110.3	371.3	381.3
Popular Science	84.8	100.7	262.4	348.5
Science Digest	22.8	31.5	111.2	107.1
Science 85 (10X)	25.0	31.0	98.9	122.3
Scientific American	56.0	73.5	186.6	252.5
Spectrum	99.8	98.7	429.1	378.0
Total Group	1,153.8	1,398.5	4,660.8	5,586.5
% change		-17.5%		-20.2%
— Women/fashion/service —				
Bride's Magazine (6X) A.	—	—	740.3	737.5
Cosmopolitan A.	209.9	235.8	722.9	771.9
Essence	158.9	162.5	301.8	307.7
Family Circle (24X) A.	215.8	109.7	615.4	516.9
Family Magazine	38.7	46.5	169.3	132.3
Glamour	212.2	226.4	662.8	655.9
Good Housekeeping A.	150.1	198.1	584.4	603.2
Harper's Bazaar	154.1	151.9	578.9	566.3
Health	35.5	28.2	149.1	128.3
Ladies' Home Journal	114.3	92.6	418.6	391.9
Ladycom (10X)	26.5	33.3	136.2	146.8
Mademoiselle	465.4	478.5	465.4	519.4
McCall's	94.3	84.4	357.5	333.9
Modern Bride (6X)	—	—	704.9	624.7
Ms.	52.7	41.2	189.4	171.1
New Woman	53.7	48.3	203.9	181.0
Parents Magazine A.	93.1	83.2	347.3	280.7
Playgirl	30.8	35.0	144.7	144.7
Redbook	84.8	83.5	356.9	332.9
Self	126.1	113.8	393.8	354.0
Seventeen	132.8	151.8	459.9	474.5
Shape	74.6	60.0	255.1	214.0
Soap Opera Digest (26X)	29.2	22.8	83.9	89.8
'Teen Magazine	49.9	55.8	165.0	171.4
True Story A.	69.1	69.1	199.3	225.8
Vogue	258.3	250.2	1,078.7	995.7
W Magazine	84.6	94.6	476.0	472.0
Weight Watchers	29.8	26.9	105.1	118.9
Woman's Day (16X) A.	209.9	207.3	476.9	484.9
The Workbasket (10X)	32.4	32.6	163.0	155.5
Working Mother	72.3	64.3	281.0	256.6
Working Woman	114.5	107.2	394.1	356.2
Total Group	3,474.3	3,095.5	12,381.5	11,916.4
% change		+12.2%		+3.9%
— Youth —				
Boys' Life	18.3	17.2	76.0	67.7
Campus Life (10X)	35.6	37.6	211.3	194.0
Total Group	53.9	54.8	287.3	261.7
% change		-1.6%		+9.8%

March

	Current month 1985	Current month 1984	Year-to-date 1985	Year-to-date 1984
— Business —				
Arizona Business Gazette (52X) D.	37.3	32.5	88.6	73.1
Atlanta Bus.Chronicle (6X)	44.0	52.3	128.6	129.3
Austin Business Journal (52X)	45.7	—	110.6	—
Barron's (52X)	202.1	189.4	547.5	568.7
Black Enterprise	38.9	41.2	226.8	181.4
Boston Business Journal (52X)	137.4	81.7	374.0	239.5
Business Atlanta	76.6	46.8	168.5	133.2
Business Week (52X) A.	422.6	426.7	970.8	1,013.9
California Business	92.0	97.1	273.4	298.8
Capital District Business Review (25X)	80.0	60.0	127.0	119.9
Corporate Report/Kansas City	55.6	63.2	153.7	196.3
Corporate Report/Minnesota	103.3	89.3	256.7	235.8
Crain's Chicago Bus. (52X)	140.1	131.2	397.0	375.8
Crain's Cleveland Bus. (52X)	75.7	64.0	207.8	176.6
Dallas/Ft. Worth Bus. (52X)	52.0	47.6	137.6	116.3
Dun's Business Month	60.0	61.0	151.0	183.0
Financial World (24X)	38.0	34.0	99.6	86.8
Florida Trend (13X)	77.1	79.8	254.2	242.3
Forbes (26X)	317.7	287.1	744.9	773.2
Fortune (26X)	273.6	262.1	608.6	642.9
Frequent Flyer	67.9	60.2	164.8	151.1
Futures (13X)	54.0	54.0	151.6	159.0
Hawaii Business	43.7	45.0	120.9	124.8
High Technology	31.8	29.8	94.8	80.5
Houston Bus. Journal (52X)	—	—	—	—
Inc. Magazine A.	115.5	100.4	266.6	297.5
Income Opportunities	55.8	52.2	124.9	118.7
Indianapolis Business Journal (52X)	110.4	91.2	341.8	301.8
Industry Week (25X) A.	141.4	100.1	249.6	281.5
Kansas City Business Journal	131.4	114.0	—	—
Milwaukee Business Journal (52X)	108.93	79.7	303.1	207.5
Minnesota Business Journal	49.7	53.8	146.7	143.4
Nation's Business A.	55.0	27.2	125.0	85.5
New England Bus. (20X) B.	111.2	81.9	242.3	184.1
New York Citibusiness	15.4	14.0	69.5	40.5
Pacific Business News (52X)	99.0	110.1	281.7	295.3
Philadelphia Business Journal (52X)	116.9	87.4	283.8	244.4
Pittsburgh Bus. Times (52X)	—	—	—	—
San Jose Business Journal	99.8	56.6	302.0	106.6
Savvy	48.9	54.7	172.2	183.0
South Florida Business Journal	78.8	65.8	226.0	152.1
St. Louis Business Journal (52X)	149.9	121.0	371.7	374.4
Texas Business	75.9	81.8	282.1	252.5
Venture	61.8	71.3	163.1	182.1
Total Group	4,408.6	3,699.2	10,508.2	9,753.1
% change		+19.1%		+7.7%
— Newspaper Sunday magazines* —				
Arizona Republic	73.7	59.6	165.9	175.7
Boston Globe	159.0	164.6	325.0	311.6
California Living	98.8	63.8	147.6	155.5
Chicago Tribune	168.8	69.3	283.5	174.9
Cincinnati Enquirer	—	—	—	—
Cleveland Plain Dealer	58.3	47.1	118.7	123.0
Columbus Dispatch	66.9	55.1	121.5	125.9
Denver Post	—	—	—	—
Detroit News	108.0	168.0	484.0	572.0
L.A. Times Home Magazine	85.0	82.3	192.7	236.8
Louisville Courier-Journal	97.2	98.9	198.0	209.7
Miami Herald	—	—	—	—
New York News	—	—	—	—
New York Times Magazine	641.7	671.7	1,074.6	1,123.7
Philadelphia Inquirer	64.8	75.7	142.0	127.0
Toledo Blade Magazine	39.5	47.3	94.4	111.9
Washington Post	85.2	89.9	140.6	161.6
Total Group	1,746.9	1,673.3	3,489.5	3,611.3
% change		+4.4%		-3.4%
— Weeklies/biweeklies —				
The Advocate (26X)	89.3	128.9	235.9	293.8
Army Times Military Group:				
Air Force Times (52X)	146.3	146.8	414.0	407.5
Army Times (52X)	143.5	140.4	402.3	391.1
Navy Times (52X)	156.6	156.8	447.0	446.8
The Times Magazine	14.3	21.8	31.2	35.8
The Blood-Horse (52X)	478.3	506.2	1,515.8	1,719.8
Capper's Weekly (26X)	25.9	25.6	91.9	99.4
Commonweal (22X)	8.5	9.9	23.3	26.0
Golf World (43X)	81.6	85.8	257.0	212.6
Grit (52X) A.	22.5	22.2	70.6	85.5
National Journal (50X)	62.0	31.5	137.0	78.0
National Review (25X)	27.8	26.7	60.5	75.0
New Republic (48X)	30.3	28.5	69.3	84.9
New York Magazine (50X)	287.2	270.3	625.1	585.4
New Yorker (52X)	262.3	302.5	636.1	769.5
Newsweek (52X) A.	212.1	240.8	557.5	621.1
People (52X)	281.2	326.1	802.4	781.0
Rolling Stone (25X)	110.1	97.2	240.6	252.9
Sporting News (52X)	36.4	44.6	90.6	143.8
Sports Illustrated (52X) A.	187.1	187.8	574.4	592.1
Time (52X) A.	214.7	214.9	606.1	586.6
Travelhost (52X) C.	297.2	292.7	842.9	824.2
TV Guide (52X) A.	351.4	338.9	1,061.9	1,023.5
Us Magazine (26X)	26.1	40.7	77.3	117.1
U.S. News & World Report (52X) A.	143.1	131.7	367.9	338.2
Total Group	3,695.8	3,819.3	10,238.6	10,588.6
% change		-3.2%		-3.3%
— Foreign —				
Good Housekeeping Foreign Editions:				
Australia	18.7	25.0	93.7	89.7
Japan	58.3	58.6	109.3	181.4
Great Britain	124.7	111.4	252.7	230.9
Geomundo:				
Central America	3.5	3.0	12.5	8.8
Chile	5.5	3.0	12.5	7.8
Colombia	8.0	4.0	20.5	14.0
Ecuador	2.0	2.0	7.0	6.0
Mexico	4.5	6.0	16.0	10.8
Peru	3.5	3.0	14.5	7.8
Puerto Rico	4.5	2.0	14.0	5.8
U.S.	6.5	4.0	21.3	8.5
Venezuela	5.0	10.5	26.0	24.3
Hombre De Mundo:				
Central America	2.0	4.0	11.0	12.0
Chile	5.0	6.0	11.0	13.0
Colombia	6.0	9.0	15.0	18.0
Ecuador	3.0	—	11.0	13.0
Mexico	7.0	8.5	19.0	17.5
Peru	3.0	5.0	8.0	12.0
Puerto Rico	6.0	5.0	9.0	11.0
U.S.	7.5	4.0	26.3	7.0
Venezuela	10.0	10.0	32.0	30.0
Ideas Para Su Hogar:				
Chile	—	—	—	—
Colombia	7.0	11.0	20.0	26.0
Ecuador	4.0	3.0	10.0	11.0
Mexico	2.2	5.2	10.8	11.5
Peru	2.5	4.0	4.5	11.5
Puerto Rico	2.0	—	3.0	0.5
Venezuela	14.5	10.2	32.5	24.2
Mecanica Popular:				
Argentina	3.2	8.2	9.5	18.8
Central America	10.5	13.7	32.7	35.2
Chile	5.5	6.8	14.2	14.8
Colombia	12.0	12.8	34.0	32.5
Mexico	10.7	9.5	31.0	26.0
Peru	12.0	16.3	37.7	39.7
Puerto Rico	11.5	15.8	35.5	39.0
Venezuela	13.7	15.0	36.5	39.0
The Ring en Espanol:				
Mexico	—	—	1.0	—
Puerto Rico	—	—	—	—
U.S.	6.5	3.0	17.5	6.3
Venezuela	2.0	1.0	2.0	2.0
Vanidades Continental:				
Central America	2.8	0.8	14.2	7.5
Chile	2.3	—	8.0	—
Colombia	48.7	20.8	103.3	72.7
Dominican Republic	—	—	—	—
Ecuador	14.7	8.7	40.0	28.0
Mexico	56.3	70.5	117.8	138.5
Peru	7.7	13.2	25.0	29.5
Puerto Rico	21.7	23.0	78.5	60.7
U.S.	30.7	31.5	94.0	98.3
Venezuela	35.8	25.2	95.8	68.2
Business Week Int'l. (52X)	133.9	127.9	296.5	284.5
Cosmopolitan Foreign Editions:				
Australia	36.8	39.3	131.8	118.7
Brazil	40.0	27.0	114.5	81.0
France	127.6	197.2	239.2	372.2
Germany	101.2	123.5	204.3	215.9
Great Britain	97.0	99.0	225.0	232.2
Greece	52.0	44.0	203.3	110.0
Holland	47.7	49.0	124.3	84.0
Italy	61.6	58.0	105.6	101.7
Japan	26.0	21.3	77.0	76.6
Cosmopolitan en Espanol:				
Central America	0.3	—	2.3	—
Colombia	5.3	5.0	13.3	8.2
Ecuador	—	—	—	—
Mexico	34.5	36.5	67.7	73.5
Peru	—	1.0	2.0	1.0
Puerto Rico	20.0	22.2	52.0	44.5
U.S. (Spanish language)	18.5	17.0	57.2	50.5
Venezuela	13.8	9.0	39.3	24.0
International Communications:				
African Business	19.5	18.3	51.3	51.7
New African	17.5	18.3	51.9	51.3
The Middle East	22.2	18.3	44.1	54.9
International Management:				
Africa	11.5	14.0	25.7	32.8
Europe	47.2	37.0	116.8	81.8
Latin America	9.2	5.0	22.2	19.3
Middle East	17.5	10.0	61.5	40.2
Pacific	19.5	13.8	41.2	31.2
Johnston International:				
Alam Attijarat	54.2	44.0	144.5	134.3
Ejecutivo (6X)	8.3	4.2	17.0	10.5
Modern Africa (6X)	14.0	20.0	26.3	32.7
Modern Asia (11X)	21.7	19.0	73.6	39.0
Newsweek International A.:				
Atlantic (52X)	57.4	87.0	165.6	197.6
Latin America (52X)	16.9	27.2	44.6	66.5
Pacific (52X)	47.7	55.9	131.3	157.5
Reader's Digest:				
Arabic	8.0	7.0	30.0	23.0
Asian	136.0	170.0	495.5	413.0
Australian	66.0	71.3	154.8	203.1
Belgian-Flemish	97.5	83.0	178.5	155.5
Belgian-French	67.5	62.5	133.5	124.0
British	38.9	39.3	120.7	129.1
Chinese B.	50.5	71.0	308.0	275.5
Danish	36.8	53.5	88.6	108.1
Dutch	43.0	36.5	108.0	89.0
Finnish	44.0	66.0	81.8	139.0
French	44.3	50.0	126.0	119.0
German	67.2	72.1	185.1	194.6
Iberian	4.5	14.0	23.5	32.0
Indian-English	104.0	106.0	305.5	243.0
Indian-Hindu	8.5	6.0	29.5	13.0
Italian	33.0	46.0	85.5	102.5
Japanese	39.7	40.2	131.5	104.1
Korean	24.0	33.0	70.5	78.0
Latin American:				
Argentina	14.0	14.0	52.0	46.5
Brazil	4.5	2.0	10.0	6.0
Central American	8.0	8.0	23.0	23.0
Chile	5.5	9.5	27.5	37.0
Colombia	24.0	—	59.0	47.0
Ecuador	7.0	8.0	21.0	24.0
Mexico	33.6	56.3	70.6	111.7
Peru	8.0	8.0	26.0	25.0
Puerto Rico	6.0	8.0	14.0	25.0
U.P.B.	5.0	8.0	18.0	18.0
U.S. Spanish	10.5	4.5	24.5	18.5
Venezuela	5.0	9.0	19.5	22.0
New Zealand	48.0	83.5	130.5	204.0
Norwegian	21.5	41.5	44.0	95.1
Portugal	26.5	36.6	59.5	75.6
South African	86.5	81.5	234.5	223.8
Swedish	16.5	13.5	38.0	53.5
Swiss-French	34.0	33.3	59.6	70.6
Swiss-German	46.0	45.6	96.1	95.8
Time International:				
Time-Asia	100.4	91.5	194.2	203.4
Time-Atlantic	102.2	103.4	211.1	221.4
Time-Canada	196.7	185.9	439.3	448.6
Time-Latin America	26.1	38.4	79.7	89.7
Time-South Pacific	124.6	108.3	284.1	248.4
Visao (52X)	97.0	109.5	197.2	225.5
Vision/Latin America (26X) A.	18.1	17.3	30.3	28.1
Progresso	115.3	6.5	15.3	6.5
Total Group	3,837.1	4,369.6	9,758.6	9,689.7
% change		-12.2%		+0.7%

Highest-paid public-agency execs, 1984

The six top-paid executives at BBDO International last year each earned more than $500,000 in cash compensation, putting them among the 25 best-paid public-ad-agency execs. Source: Advertising Age, agency proxy statements.

Executive	Agency	Title	Cash Compensation
1. Edward Meyer[1]	Grey Advertising	chairman	876,802[1]
2. Philip Geier	Interpublic	chairman	860,513
3. Bruce Crawford	BBDO	chairman[2]	783,750
4. Charles Goldschmidt	Mickelberry's Laurence, Charles & Free	chairman	706,000
5. Don Johnston	JWT Group	chairman	626,906
6. Allen Rosenshine	BBDO	president[2]	645,000
7. Steve Kahler	BBDO	exec vp (chairman, Doremus)	576,000
8. Will Schalk	BBDO	exec vp (president, Int'l)	532,500
9. Denis Lanigan	JWT Group	vice-chairman	532,394
10. William Phillips	Ogilvy	chairman	529,300
11. Tom Clark	BBDO	president (BBDO Inc.)	516,250
12. Phil Dusenberry	BBDO	vice-chairman (BBDO Inc.)	516,250
13. Norman Brown	Foote, Cone & Belding	president	490,000
14. Norman Berry	Ogilvy	president (O&M/NY[3])	485,400
15. Kenneth Roman	Ogilvy	president (O&M Worldwide[3])	475,900
16. William Weithas	SSC&B:Lintas	chairman	463,401
17. Michael Ball	Ogilvy	vice-chairman	435,000
18. Graham Phillips	Ogilvy	chairman (O&M/U.S.[3])	399,300
19. Leo-Arthur Kelmenson	Lorimar's Kenyon & Eckhardt	chairman	393,499
20. Barry Loughrane	Doyle Dane Bernbach	president	376,536
21. Roy Grace	Doyle Dane Bernbach	vice-chairman	374,936
22. J. Donald McNamara	Interpublic	president	368,707
23. Eugene Beard	Interpublic	exec vp-finance	361,203
24. Jack Young	Foote, Cone & Belding	president (FCB/East)	335,455
25. Emine Messiqua	Foote, Cone & Belding	president (FCB/Europe)	323,743

[1]Grey's 1985 proxy statement not yet released; figure is from 1983 for Mr. Meyer.
[2]Reflects BBDO compensation for 1984 titles, since changed, when Mr. Crawford was president-ceo and Mr. Rosenshine exec vp/pres. of BBDO Inc. subsidiary.
[3]Reflects Ogilvy compensation for 1984 titles, since changed, when Mr. Roman was president of O&M/U.S., Mr. G. Phillips', now president of O&M/U.S. was managing director of O&M/NY while continuing as chief financial officer; and Mr. Berry, now president of O&M/NY, was creative director of O&M/NY while continuing as creative head worldwide.

It pays to run BBDO, Ogilvy

By STEWART ALTER

New York—Being one of the top six at BBDO International or in the top five at Ogilvy Group was the way to get on the list of best-paid public ad agency executives last year.

All but one of the proxy statements for the publicly owned agencies covering 1984 now have been released. The exception is Grey Advertising, but Grey chairman Edward Meyer's 1983 cash compensation of $876,802 tops the 1984 cash compensation of all others in this year's field. Under Mr. Meyer last year, Grey became the 10th-ranked agency (in terms of world gross income), up from 12th in Advertising Age's 1984 ranking of ad agencies.

First place in stock ownership goes to Maurice and Charles Saatchi, each of whom received the relatively low salary of about $215,000 last year. But the company stock each owns is worth about $17.5 million. Not far behind are former BBDO chairman Tom Dillon, Mickelberry Corp. president James Marlas (also relatively low-paid at $190,000 in 1984) and Mr. Meyer.

Most of those listed among the top-paid in the accompanying chart (in which only cash compensation is included) are top officers, top financial officers and top subsidiary officers of the largest ad agencies.

The most obvious exception is Charles Goldschmidt, chairman of the $215 million agency Laurence, Charles & Free, whose $200,000 base salary was supplemented by a $506,000 bonus. Carl Nichols and Anthony Chevins, agency heads at another, even larger Mickelberry shop, Cunningham & Walsh, received $275,000 each and no bonus. Leo-Arthur Kelmenson, who heads Lorimar's Kenyon & Eckhardt, also was one of the top paid agency executives in 1984, receiving $393,499.

Some agency creative chiefs were listed, too, including BBDO's Phil Dusenberry ($516,250), Ogilvy & Mather's Norman Berry ($485,500), and Doyle Dane Bernbach's Roy Grace ($374,936). Michael Tesch, exec vp-associate creative director of Ally & Gargano, also was among that agency's top five most highly compensated executives: He received $216,058, while president Amil Gargano received $292,916.

FCB had the most unusual grouping of the top five, although that was partly explained by a residential expense equalization allowance for FCB/East president Jack Young, who moved from Chicago to New York, and by payments "in lieu of retirement benefits normally payable to U.S. executives" to FCB/Europe president Emine Messiqua.

James Marlas' 35.1% interest in Mickelberry is the largest single chunk owned by any individual in terms of percentage, though not dollars. He owns about $13.3 million of Mickelberry, while Grey's Ed Meyer owns about $13.5 million worth of his shop. Former ceo Tom Dillon owns about $15.4 million worth of BBDO stock at current market value. Other former executives who own valuable stock are DDB's ex-copywriting great Robert Gage, who owns about $6.2 million worth, and co-founder Ned Doyle, whose ownership comes to $4.5 million.

Other active executives with large stock holdings include A&G's Amil Gargano ($3.6 million); FCB's Norman Brown ($2.7 million); Emine Messiqua and chairman John O'Toole (both $1.7 million); JWT's Don Johnston ($1.9 million) and Denis Lanigan ($1.3 million); Ogilvy's Kenneth Roman ($2.1 million) and William Phillips ($1.9 million), and DDB's Joseph Daly, chairman ($1.9 million), Roy Grace ($1.6 million) and Barry Loughrane ($1.2 million).#

Chrysler

(Continued from Page 3)

heading up a new International Business Operations group, charged with finding less expensive auto parts.

Chrysler has been preparing for these moves for months while publicly continuing to battle the General Motors-Toyota joint venture. In an interview with Advertising Age last fall, vice-chairman Gerald Greenwald said Chrysler was "poised for a massive swing" to imported cars and parts (AA, Oct. 1).

Continuing to rail against U.S. trade policy, deficits and antitrust "laxity," Mr. Iacocca harrumphed that the federal government had, in effect, forced Chrysler overseas by not stopping GM's joint venture and import strategy.

Chrysler cleared the way for its own joint venture by settling a long-standing suit against GM and Toyota. GM and Toyota agreed to end active cooperation after eight years instead of 12.

When Chrysler was under orders from the U.S. government to seek merger partners, Mr. Iacocca used to speak of a "Global Motors" big enough to compete with GM head-on. It would combine "Japanese manufacturing, European technology and American marketing know-how" through mergers.

Chrysler talked to French auto maker Peugeot (of which Chrysler owns 15%), West Germany's Volkswagen AG, Mitsubishi and others, including Ford Motor Co. But nothing came of any of it.

Now that Chrysler is healthier, its executives prefer joint ventures or parts purchases over full mergers.

They remember Chrysler's disastrous 1960s global expansion drive, when it tried to match GM and Ford worldwide efforts with thinly financed acquisitions of marginal producers.#

Late Broadcast News

Movie moves mark NBC-TV's May play

New York—**NBC-TV** has switched the air dates for two May movies. "Alfred Hitchock Presents" advances to May 5 (opposite ABC's "Lace II" opener), and the theatrical "First Blood" settles in May 12 (versus the openers of CBS' "Malice in Wonderland" and ABC's "A Death in California").

New York—**CBS-TV's** latest May sweeps moves include the slating of "Going for the Gold: The Bill Johnson Story" as its May 7 movie. Mr. Johnson is the maverick gold medalist from the 1984 Winter Olympics. That tv movie bumps "The Lady from Yesterday," a General Foods Corp.-sponsored "Golden Showcase" drama, to May 14.

New York—**ABC-TV**, meanwhile, will preempt its Friday series from 9 p.m. to 11 p.m. (ET) May 3 for a repeat of "Dr. No," the first James Bond film starring Sean Connery. ABC's next two-hour "Battle of the Network Stars," taped in Mexico, will air May 23 at 8 p.m.

New York—**ABC Sports'** "Wide World of Sports" on May 18 will focus on 1984 Summer Olympics medalist Carl Lewis, and his pursuit of Bob Beamon's world long-jump record, at the UCLA Invitational Track & Field Meet.

New York—**NBC** is the only tv network to improve in virtually every major category in this season's A.C. Nielsen Co. demographic breakouts (through March 24), compared with last season. Its gains came at the expense of ABC and CBS. NBC on May 2 will be the first of the Big 3 networks to unveil its new fall prime time schedule. ABC will follow on May 6 and CBS on May 10.

New York—**CBS Sports** plans prime time coverage of the National Basketball Assn.'s World Championship Series, starting 9 p.m. May 30. The June 5 and 7 games also will be prime timers, as will games six and seven on June 11 and 13, if those are necessary.

New York—**NBC Sports** has set a May 12 "SportsWorld" air date for the "Cannonball One-Lap of America," a seven-day auto endurance race around the circumference of the continental U.S. Millsport, Doyle Dane Bernbach's sports marketing subsidiary, sold the tv event to NBC.

Hollywood—**Metromedia Producers Corp.'s** 1985-86 "Metroprime" package of miniseries will, according to some sources, include "Mussolini & I." Meanwhile, NBC is planning "Mussolini: The Untold Story" for next season, starring George C. Scott. Home Box Office this May will show "Mussolini," starring Anthony Hopkins. Orbis Communications, New York, is handling station and ad sales on "Metroprime."

New York—**Television Program Enterprises**, a division of Tele-Rep, will air "Star Search Junior," a two-part special with a May-to-June telecast window. Like "Star Search," the special (featuring only contestants ages 17 or younger) is produced by Bob Banner Associates, Los Angeles.

New York—In **daytime**, NBC plans to slate "Silver Spoons" repeats in the 10 a.m. time slot, starting in July. "Spoons" will follow reruns of "Facts of Life," which replaces "Time Machine."#

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